



ORIGINAL



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RECEIVED
AZ CORP COMMISSION
DOCKET CONTROL

2019 APR -5 P 4: 27

Pinnacle West Capital Corp.,
Law Department
Mail Station 8695
PO Box 53999
Phoenix, Arizona 85072-3999
Tel 602-250-2439
Melissa.Krueger@pinnaclewest.com

April 5, 2019

Arizona Corporation Commission

DOCKETED

APR 05 2019

DOCKETED BY

Docket Control
Arizona Corporation Commission
1200 West Washington Street
Phoenix, Arizona 85007

Re: Commission's Investigation Into the Political Spending of Arizona Public Service
Company and Its Affiliates
Docket No. E-01345A-19-0043

After conferring with Commission Staff and in the spirit of transparency and continued cooperation, APS submits for filing the attached additional documents Bates labeled BD-ACC00281-00496 in response to the request for information from Chairman Robert Burns and Commission Boyd Dunn dated February 27, 2019.

If you have any questions, please let me know

Sincerely,

Melissa M. Krueger

MMK
Enclosure

Mobile_message_type	From	Recipient	Remote party	Mobile time stamp	Mobile text	Mobile Delivered	Mobile read
IMessageIncomingMessage/incoming	Bas Aja <>1602399 >	Michael Vargas <>1480202 >	Bas Aja <>1602399 >	9/23/2014 8:18	Ok thanks. I just want to see if data is consistent and to gets the same. Earlier ones showed Kennedy was strongest with 8% in Maricopa and these numbers were boosted by women.		9/23/2014 8:21

Mobile_message_type	From	Recipient	Remote party	Mobile time stamp	Mobile text	Mobile Delivered	Mobile read
MessageIncomingMessageIncoming	(602) 708- <<+1602708 >	Michael Varnas <+1480202 >	(602) 708- <<+1602708 >	5/2/2014 6:36	Ok, Chavez took a pass on helping Nathan with Vernon and Susan sig. I'm going to see if I can get Monte scheduled tmr.		5/2/2014 6:38

Message

From: Pacheco, Jessica M [Jessica.Pacheco@pinnaclewest.com]
Sent: 9/18/2014 2:26:44 PM
To: Geisler, Kerri L [Kerri.Geisler@pinnaclewest.com]
Subject: FW: Fwd: AZ SW - Final Data
Attachments: 14469wm.pdf; 14469wt.pdf

Please print. Confidential. Please do not discuss with anyone. I need by 11 AM. Thanks!

-----Original Message-----

From: Scot Mussi [scot.mussi@gmail.com]
Sent: Thursday, September 18, 2014 07:25 AM US Mountain Standard Time
To: Jessica Pacheco; Pacheco, Jessica M
Subject: Fwd: AZ SW - Final Data
FYI, for discussion at lunch. See you then!

Scot

----- Forwarded message -----

From: Dave Sackett <dsackett@tarrance.com>
Date: Thu, Sep 18, 2014 at 6:41 AM
Subject: AZ SW - Final Data
To: "Scot Mussi (scot.mussi@gmail.com)" <scot.mussi@gmail.com>, Steve Voeller <steve.voeller@gmail.com>
Cc: Jessie Ede <jede@tarrance.com>

Attached please find the marginals and tables from the AZ SW survey that was completed

last night with N=505 interviews. As you review this data, please make note of the following:

- * Interest in the election is fairly high, with an 8.23 mean interest level, and 49% indicating they are extremely interested. 59% of GOP voters and 46% of DEM voters are extremely interested
- * President Obama stands with a 39% approve and 54% disapprove among all voters and a 55% disapprove among IND voters
- * Only 38% believe that things in Arizona are going in the right direction, while 53%

believe they are off on the wrong track.

- * Governor Brewer maintains a 53% job approval rating, while 38% disapprove of the job she is doing. She stands with a 48% approve and 41% disapprove among IND voters

- * On the issue matrix, 28% indicate that jobs/economy is the most important issue, while 26% are most concerned about education, 14% are most concerned about border security and 10% are focused on immigration.

- * Image ratings of gubernatorial candidates are as follows:

	<u>Favorable</u>	<u>Unfavorable</u>	<u>Know/N.D.</u>	<u>Never</u> <u>Heard of</u>
Doug Ducey	45%	34%	13%	9%
Fred DuVal	39%	20%	21%	19%

- * On gubernatorial ballot test, Ducey at 44%, DuVal at 38%, others at 7% and 11% UND

- * Image ratings of Secretary of State candidates are as follows:

	<u>Favorable</u>	<u>Unfavorable</u>	<u>Know/N.D.</u>	<u>Never</u> <u>Heard of</u>
Michele Reagan	38%	10%	22%	31%
Terry Goddard	50%	24%	15%	11%

On the Secretary of State ballot test, Reagan is at 46%, Goddard it at 46%, and 8% are UND

* Image ratings of Attorney General candidates are as follows:

	<u>Favorable</u>	<u>Unfavorable</u>	<u>Know/N.O.</u>	<u>Never</u> <u>Heard of</u>
Mark Brnovich	25%	11%	18%	46%
Felicia Rotellini	30%	10%	17%	43%

* On AG ballot, Brnovich at 43%, Rotellini at 40%, and 15% UND

* Image ratings of Corporation Commissioner candidates are as follows:

	<u>Favorable</u>	<u>Unfavorable</u>	<u>Know/N.O.</u>	<u>Never</u> <u>Heard of</u>
Doug Little	28%	7%	21%	44%
Tom Forese	20%	8%	18%	54%
Jim Holway	17%	5%	18%	60%
Sandra Kennedy	27%	7%	21%	45%

* Ballot test for Corporation Commissioner is as follows:

<u>First</u>	<u>Second</u>	<u>Combined</u>
--------------	---------------	-----------------

Little	20%	17%	37%
Forese	14%	20%	34%
Holway	12%	26%	38%
Kennedy	22%	17%	39%
UND	31%	20%	

* VERY strong support for Prop 303. Currently, 70% indicate they would vote Yes-in favor and only 22% would vote No-against. There are only 8% UND on this ballot test

* Also strong support among Maricopa CO voters for Prop 480. Currently stands with a 69% yes-in favor and only a 20% no-against, with 11% UND

Dave Sackett

Partner

The Tarrance Group

Office: 703-684-

Mobile: 703-627-

dsackett@tarrance.com

Scot Mussi
President
Reliant Consulting
480-221- Phone
602-687- Fax

Message

From: Pittman, Harold [Hal.Pittman@aps.com]
Sent: 7/12/2014 4:22:46 PM
To: Brandt, Donald E [Donald.Brandt@pinnaclewest.com]; Hatfield, John S [John.Hatfield@aps.com]
Subject: RE: Arizona Republic article on Campaign Funding

Don -

As John indicated, we will make the point to Ryan. As you know, reporters see their jobs as reporting linkages and trends between these sorts of issues and 'exposing' them to the public, and, as John said, a non response will be perceived as a yes in the writing of the story. Also, our opponents will 'find' some kind of linkage regardless.

We should expect every flier and 501c4 expenditure into the ACC race over the next four months to generate similar press queries and reporting.

Reputationally, we fight this with third party advocates, and with continued effort to amplify both our corporate citizenship and our core function of safe and reliable energy delivery.

Hal

-----Original Message-----

From: Brandt, Donald E
Sent: Saturday, July 12, 2014 07:37 AM US Mountain Standard Time
To: Hatfield, John S; Pittman, Harold
Subject: FW: Arizona Republic article on Campaign Funding

I assume the collective thought is it would do no good to complain to Republic that the only way this gets tied to utility is the new organizations address is the same as the 2+ year old Glendale org for which ConnieW served as treasurer. And because Connie didnt want to discuss, she must be guilty too.

From: James McDonald [mailto:jemaz@cox.net]
Sent: Saturday, July 12, 2014 1:27 AM
To: Aguayo, Stacy L; Aiken, Robert S; Becker, Ann C; Bement, Robert S; Berryman, Brad; Brandt, Donald E; Cadogan Jr, John J; Danner, Denise R; Dinkel, Patrick; Edington, Randall; Falck, David P; Froetscher, Daniel T; Gomez, Barbara M; Grabel, Meghan H; Guldner, Jeff B; Hansen, David A; Hatfield, James R; Hatfield, John S; Lacal, Maria L; Lockwood, Barbara D; Loquvam, Thomas A; McLeod, Tammy D; Mims, Dwight C; Mountain, Paul; Nickloy, Lee R; Orr, Debra M; Pacheco, Jessica M; Pittman, Harold; Redding, Cindy; Schiavoni, Mark A
Cc: Fisker, Lindy R; Scott, Deb R; Vargas, Michael C; Bloom, James; Villa, Wendy; Guzman, Chad; Garbayo, Anne M; Tetlow, Jacob; McCune, Frank V
Subject: Arizona Republic article on Campaign Funding

Ryan Randazzo writes on an \$80,000 expenditure in opposition to Vernon Parker in his race for the ACC. The story is negative in regard to APS and details our possible ties to the group, which reportedly is connected to Connie Wilhelm. She refused comment when approached by Ryan. Our response is included in the story.

Jim

<http://www.azcentral.com/story/money/business/2014/07/12/republican-candidate-corporation-commission-mailing-nonprofit-aps/12564163/>

Group tied to utility criticizes commission candidate



Ryan Randazzo, The Republic | [azcentral.com](http://www.azcentral.com) 12:18 a.m. MST July 12, 2014

PHOENIX – A group with ties to the homebuilders and APS spent \$82,000 on the utility regulator race, paying for a flier critical of candidate Vernon Parker.



(Photo: Michael Chow/The Republic)

STORY HIGHLIGHTS

- A group with ties to a homebuilders group and APS spent \$82,000 on the utility regulator race.
- The group, called Save Our Future Now, opposes candidate Vernon Parker.
- It is the third major group to report independent expenditures for the regulatory race.

1:CONNECT 2:PHOTOGRAPHIC DOCUMENTATION

A new political group with ties to the Home Builders Association of Central Arizona and Arizona Public Service Co. reports spending more than \$80,000 to defeat a political candidate hoping to regulate utilities. A group calling itself "Save Our Future Now" recently mailed to voters fliers that criticized Republican Vernon Parker for previous troubles with the Small Business Administration and a failed congressional campaign.

Parker and his campaign partner, Lucy Mason, have accused APS of trying to hand-pick the people who will serve as utility regulators, setting the company's prices and other policies. They question whether APS is donating to non-profit political groups that are using the money for political campaigns.

APS has declined to comment on whether the utility is involved.

LETTER TO APS: Candidates push utility for answers about campaign involvement

Parker and Mason are running for two open seats on the five-member Arizona Corporation Commission, which regulates utilities.

Save Our Future Now is the third political group to jump into the race for Arizona Corporation Commission member this year, with two other groups also supporting Parker and Mason's Republican opponents, Tom Forese and Doug Little.

The primary election is Aug. 26. All four Republicans and two Democrats running for two open seats on the commission are running as Clean Elections candidates, which means they are funding their campaigns with public money.

Outside groups can advertise on behalf of candidates or in opposition to them as long as they don't coordinate with the political candidates.

Save Our Future Now lists the same address as a previously active political group called "Save Glendale Now," where Connie Wilhelm of the Home Builders Association of Central Arizona served as treasurer. Wilhelm has close ties to APS.

Earlier this year, she took \$5,000 from APS' political action committee in a failed attempt to win election to the Salt River Project board of directors. She also took donations of \$250 and \$200 from APS executives Daniel Froetscher and Mark Schiavoni, respectively.

She would not say who was behind Save Our Future Now.

"Not going to talk about it," Wilhelm said Friday. "Don't know anything about it."

When asked about the shared address with the group where she served as treasurer, she hung up on a reporter.

In 2008, Parker was investigated by the Small Business Administration, which claimed he was still a federal employee when he applied for a program for disadvantaged businesses in 2006 a program that was not open to federal employees. He appealed the decision to end his government contract and lost, although the SBA dismissed other allegations.

Parker was the 2012 Republican nominee for a seat in the 9th Congressional District but lost to Democrat Kyrsten Sinema. He decided earlier this year not to pursue a rematch.

Save Our Future Now filed a financial disclosure form Thursday showing it spent about \$500 each on efforts to help Little and Forese, and \$82,000 on the hit piece on Parker.

The group also has spent token amounts advocating for Jeff Schwartz in the Senate and Effie Carlson in the House. Both candidates have ties to the real-estate industry.

Parker and Mason have written APS CEO Don Brandt twice to ask if the utility is spending money to help elect Little and Forese, something utility officials previously said they never would do.

Schiavoni, the APS executive vice president and chief operating officer who donated to Wilhelm's campaign, wrote a recent response to Parker and Mason regarding their concerns. He said APS could no longer promise its money was not involved in the campaigns.

APS on Friday would not comment on whether it funded the mailer criticizing Parker.

"We are committed to working with the ACC to plan for Arizona's energy future so that we can continue to power our state with safe, reliable and affordable electricity," spokesman Jim McDonald said. "Nothing we have done or would do by way of advocacy conflicts with these priorities."

Parker and Mason have been supported by the rooftop-solar industry through a group called TUSK, Tell Utilities Solar Won't be Killed. They both said they did not ask for the help from an outside group and wished all outside groups would stay out of the race.

TUSK has not yet spent enough money to require filing a spending report, but the group did send an e-mail endorsing Parker and Mason.

Little and Forese have declined to talk about the money being spent on their behalf. Little said he thinks it could be construed as a violation of campaign-finance laws to speak publicly about it.

Combined, Little and Forese have seen about \$208,000 spent to their benefit by independent expenditure committees, not including the \$82,000 spent in opposition to Parker.

Parker and Mason, as well as the two Democrats in the race, have not seen any independent expenditures to their benefit, according to Secretary of State records.

Message

From: Pittman, Harold [Hal.Pittman@aps.com]
Sent: 7/11/2014 12:10:53 AM
To: Brandt, Donald E [Donald.Brandt@pinnaclewest.com]; Schiavoni, Mark A [Mark.Schiavoni@aps.com]; Falck, David P [David.Falck@pinnaclewest.com]; Guidner, Jeff B [Jeff.Guidner@aps.com]; Hatfield, John S [John.Hatfield@aps.com]; Pacheco, Jessica M [Jessica.Pacheco@pinnaclewest.com]; Lockwood, Barbara D [Barbara.Lockwood@aps.com]
CC: McDonald Jr, James E [James.McDonald@aps.com]
Subject: Another letter from Parker and Mason
Attachments: APS letter 7-10-14.docx

All

We have received another letter (attached and addressed to Don Brandt) from Lucy Mason and Vernon Parker, again demanding answers to their questions about possible APS involvement in the ongoing campaign for the ACC. We received this letter via the press this afternoon, and it is confrontational but with no real new information. We have been asked for our response by both the Arizona Republic and Capitol Times; their early stories are included below.

The following media response has been coordinated with John, Barbara and Jessica; at this point, responding to the letter beyond this adds more media coverage for the candidates.

Thanks, Hal

Hal Pittman

Director of External Communications

602-250 (desk)

515-954 (cell)



Arizona Public Service

400 N. 5th Street

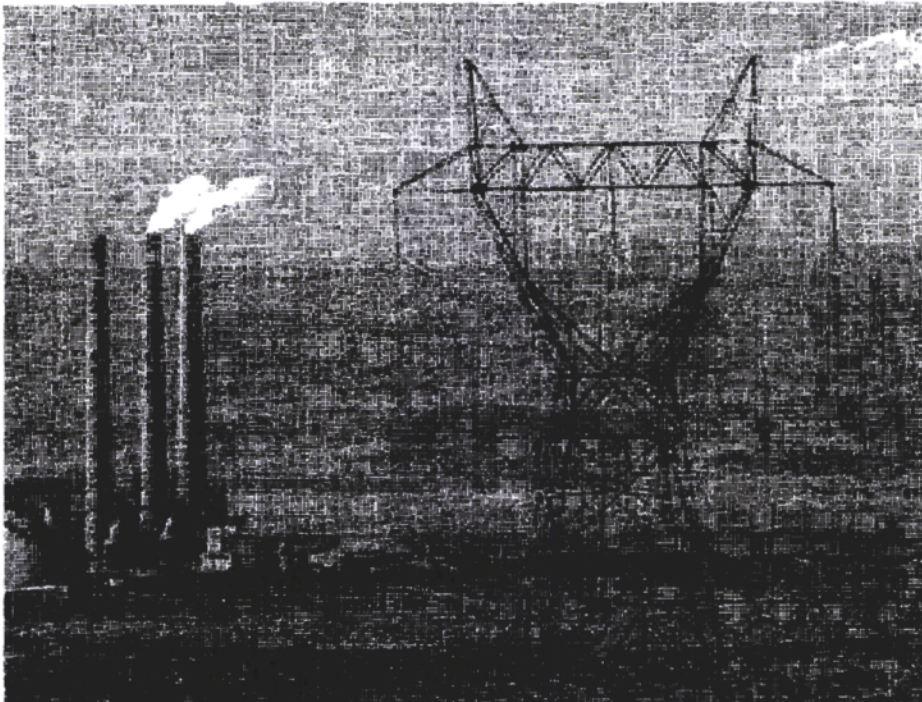
Phoenix, Arizona - 85004

We responded to the earlier letter from Mr. Parker and Ms. Mason, and nothing has changed. We appreciate the opportunity for constructive discussions with candidates who are interested in Arizona's energy future and the important issues facing the commission.

Candidates push APS about involvement in campaign



Ryan Rendazzo, The Republic | [azcentral.com](https://www.azcentral.com) 4:06 p.m. MST, July 10, 2024



(Photo: David Wallace / The Republic)

CONNECT 2 NEWSLETTERS HOORIMONTENAL MORE

BD-ACC00293

Two candidates hoping to regulate utilities continue to pressure Arizona Public Service Co. to disclose whether the company is working to get its preferred candidates elected as regulators.

The Arizona Corporation Commission consists of five elected officials who regulate rates for APS and other utilities in the state. Two of the positions are open for the 2014 election. Four Republicans and two Democrats are vying for the jobs.

The Republicans have split into teams. One of the teams Vernon Parker and Lucy Mason has received support from the rooftop solar industry. The other team Tom Forese and Doug Little has received support from the Free Enterprise Club and another nonprofit group that will not disclose their donors. Parker and Mason believe APS is donating to the groups supporting Forese and Little. The utility has not denied any affiliation with the campaign.

The primary election is Aug. 26.

"When your company attempts to buy and pay for its regulators, you are planting the seeds for an Enron-like moment to happen," Parker and Mason wrote in a letter Thursday addressed to APS' CEO, Don Brandt. "Arizona ratepayers cannot be guaranteed affordable and reliable energy when the largest regulated monopoly handpicks its regulators."

Parker and Mason previously wrote to Brandt asking if APS was providing money to a nonprofit called Arizona 2014, which sent mailers in support of Forese and Little.

APS responded with a letter that said the company's previous practice was to avoid participating in the elections, but that it would no longer make that claim. The company declined to make any further comments Thursday.

"Your non-answers to our very specific questions serve as a clear confirmation that you do plan to influence the election of candidates who may one day be your regulators," Parker and Mason wrote in their latest letter.

They note that the Arizona Free Enterprise Club reports spending more than \$180,000 supporting Forese and Little, and ask again whether APS is contributing the money to the nonprofit, which does not have to disclose donors.

PRIMARY FIGHT: Candidates suspect APS of influencing Corp. Comm. race

APS RESPONSE: Utility can't promise to keep out of politics

SOLAR LAWSUIT: Panel companies sue to stop property taxes on leased rooftop panels

Asked about the support from Free Enterprise Club and the Arizona 2014 nonprofit helping his campaign, Forese said earlier this month that he is not coordinating with the groups, which would violate campaign laws.

He said it could be considered a violation of campaign laws even to make statements about the funding to reporters.

"We have very serious campaign finance laws," Forese said. "Our answer is no, we have not interacted (with utilities that are regulated by the commission) nor shall we."

Bob Stump, the current Corporation Commission Chairman, was elected in 2012 with help from APS, Southwest Gas and small water companies that he now regulates, although he said he did not solicit their independent expenditures.

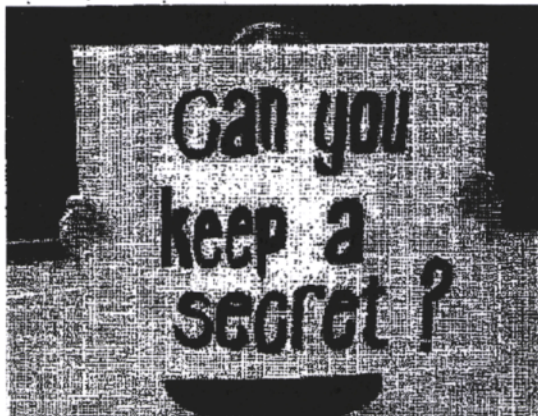
Stump has said that while regulated utilities have the same First Amendment rights as other companies when it comes to political independent expenditure committees, he would prefer that companies with business before the regulators abstain from spending money on commission campaigns.

He has criticized Parker and Mason for the support they have received from the rooftop solar industry, saying it is inappropriate because the solar companies are directly affected by commission decisions. Parker and Mason have openly supported the rooftop solar industry, which currently is suing the state over a Revenue Department decision to tax leased rooftop solar panels.

[Home](#) / [News Notes & Gossip](#) / MASON, PARKER PUSH CONSPIRACY THEORY

MASON, PARKER PUSH CONSPIRACY THEORY

July 16, 2014 10:20 pm



Mason and Parker ratcheted up their rhetoric against APS today by squarely accusing the utility's top executives of being disingenuous and refusing to be direct about its involvement in the Corp Comm race. The two candidates pointed to mailers paid for by the Arizona Free Enterprise Club in support of their primary foes Forese and Doug Little. To date, the free market group has spent roughly \$186,000 on the Corp Comm races alone, and some suspect the money came from APS ([YS, 7/3](#)). All told, the group has spent nearly \$300,000 on just two statewide contests. Mason and Parker suspect that APS is secretly aiding Forese and Little ([YS, 6/19](#)). In a letter to APS CEO Don Brandt, the pair dissected the responses by APS executive Mark Schiavoni to their earlier queries about APS political activities and paid particular attention to the semantics of Schiavoni's June 20 response ([YS, 6/24](#)). Today's letter from Mason and Parker argues that Schiavoni's statement in which he said Mason and Parker are "impossibly asking APS to commit that no organization it has ever done business with, or financially supported, will ever contribute to a Corp Comm candidate or to any group that is engaged in that race" is disingenuous. It should be easy enough to communicate to your vendors or charitable contribution recipients that you expect them to refrain from involvement in the Corporation Commission races, they said. They quibbled with Schiavoni's remark that as a practice, APS has not contributed to the campaigns of Corp Comm candidates. Mason and Parker noted that Forese and Little are running with public financing, which makes it difficult for APS/Pinnacle West to contribute to their campaign. (Actually, state law bars direct contribution by corporations to candidates' coffers. Instead, businesses and labor groups are allowed to independently spend money for or against candidates, and no law legally bars APS from making such expenditures). Mason and Parker also asked why APS couldn't categorically answer whether a consultant, who purportedly helped Forese and Little collect \$5 contributions, is working for APS: How does a multi-billion dollar company not know whether someone is a consultant for them? APS statements defy logic and common sense. APS could not be reached for comment. A copy of Mason and Parker's [letter](#) can be viewed in the documents section.

Mobile_message_type	From	Recipient	Remote party	Mobile timestamp	Mobile text	Mobile delivered	Mobile read
IMcomingIMcomingIMcoming	Bas Ajo <+1602391>	Michael Vaytas <+1480202>	Bas Ajo <+1602391>	8/29/2014 10:08	Didn't he just see what happened to Tusk, Parker and Mason when they asked voters to not vote for APS and there was no where on the ballot to vote for or against APS? It's another "one off" attack. In an election it's inefficient and really hard to direct the candidate by having the ballot go through another body first. Let's hope Kennedy makes a similar mistake. Does this signal they are not running as a team?		8/29/2014 10:05

Mobile_message_type	From	Recipient	Remote party	Mobile time stamp	Mobile text	Mobile Delivered	Mobile read
InMessageOutgoingMessagesIncoming	Michael Vargas <1480202>	Bob Aja <1602395>	Bob Aja <1602395>	8/13/2014 6:58	Would it be possible to see if we could send an SOFN email per day now until the elections?	8/13/2014 6:58	

Mobile_message_type	From	Recipient	Remote party	Mobile time stamp	Mobile text	Mobile Delivered	Mobile read
iMessage/iMessageIncoming	Steve Moerzel <+1502285	Michael Verme <+1480202	Steve Moerzel <+1502285	8/11/2014 10:08	I am sure you have some pulls out there, but the first one I had seen Parker was still in second (depend on the). We are going to put a stone wide pull out this week and then engage some for fence. Let me know if you have seen anything different out there I should know about.		8/11/2014 10:08

Message

From: Pacheco, Jessica M [Jessica.Pacheco@pinnaclewest.com]
Sent: 9/3/2016 2:02:53 PM
To: Hatfield, John S [John.Hatfield@aps.com]
CC: Brandt, Donald E [Donald.Brandt@pinnaclewest.com]; Schiavoni, Mark A [Mark.Schiavoni@aps.com]; Falck, David P [David.Falck@pinnaclewest.com]; Guldner, Jeff B [Jeff.Guldner@aps.com]; Lockwood, Barbara D [Barbara.Lockwood@aps.com]
Subject: Re: Campaign video by Mundell and Chabin

All fair points. If our focus is the media, then I think it makes sense to respond.

On Sep 3, 2016, at 6:54 AM, Hatfield, John S <John.Hatfield@aps.com> wrote:

It's a fair point and here's the counter: They are going to get significant media attention anyway, and quite possibly financial support from Solar City. Whether we mention their names in our response is not going to make a difference in their name ID. Second, this response is for the reporters covering the race, all of whom will see the video, and to some extent the political echo chamber around the ACC - not our customers or the general public. If this video gets a media buy behind it, we can consider other options.

If we don't respond, we let bad facts stand unchallenged. We shouldn't let them drag us into a debate, but neither should we let them recklessly distort the facts throughout their campaign.

Let me know if we'd prefer to stand down. Until then I'll incorporate the suggestions we've received this morning and keep moving forward.

Sent from my iPhone

On Sep 3, 2016, at 6:19 AM, Pacheco, Jessica M <Jessica.Pacheco@pinnaclewest.com> wrote:

John,

As we discussed yesterday, and for this broader group's consideration: The clip currently has 6853 views (several of those fro. Our respective shops). Any response we have will drive traffic to the clip and help Chabin and Mundell's name ID. I'm not advocating for us not to respond, but believe it's important for us to recognize we will be helping Chabin and Mundell by doing so. The benefit we receive may out weigh that, and therefor makes complete sense for us to respond.

Biggs is now up by 9 votes in CD 5. It's going to a recount (with all the associated recount drama).

On Sep 2, 2016, at 9:27 PM, Hatfield, John S <John.Hatfield@aps.com> wrote:

Earlier today, Chabin and Mundell posted a campaign video that's pretty outrageous. Attached below is a transcript. You should also be able to view it here:

youtu.be/eV7PGnFi1CQ

We've drafted the attached response, which we'd like to post ASAP on our azenergyfuture web site, promote on social media and use with reporters.

We don't want to let them drag us into a debate that will help their campaigns, but they've produced an obviously false video and we shouldn't let bad facts go uncorrected. This hits the right balance.

Since this is the first salvo from them, we want to make sure you're good with our approach in response.

Thanks,

John

<chabin mundell ad and response.doc.awsec>

<ATT00001.htm.awsec>

<ATT00001.htm.awsec>

<ATT00002.htm.awsec>

<chabin mundell ad transcribed.doc.awsec>

<ATT00003.htm.awsec>

<ATT00002.htm.awsec>

<ATT00004.htm.awsec>

Message

From: Pacheco, Jessica M [Jessica.Pacheco@pinnaclewest.com]
Sent: 9/3/2016 3:59:53 AM
To: Lockwood, Barbara D [Barbara.Lockwood@aps.com]
Subject: Re: Campaign video by Chabin and Mundell

Please see my response to his....I fear we are falling into the same patter as last time.

On Sep 2, 2016, at 8:57 PM, Lockwood, Barbara D <Barbara.Lockwood@aps.com> wrote:

Not sure he understands why we are responding/should respond?

From: Pacheco, Jessica M
Sent: Friday, September 02, 2016 8:10:38 PM
To: Hatfield, John S
Cc: Guldner, Jeff B; Lockwood, Barbara D; Pittman, Hal; Langbaum, Kevin; McDonald Jr, James E
Subject: Re: Campaign video by Chabin and Mundell

I have a couple of questions/thoughts to help direct our efforts. I am working off my phone so bare with me.

In the first paragraph I would like to state (if we can) they have disqualified themselves from being commissioners. Or say something along the lines of they don't understand the role or the duties and are well on their way to disqualifying themselves. If possible I would like to refer to them as the D candidates and not by name. If we promote our response I want to give them as little name ID as possible.

I would like for us to respond in an aggressive legal fashion. It will use up campaign resources and attention. It's obvious they are being as salacious as possible to get media attention because they have limited resources. One of my concerns is SC going up on TV with something similar. I don't think any of the stations would run such an ad, but we need to be prepared to respond legally.

On Sep 2, 2016, at 6:57 PM, Hatfield, John S <John.Hatfield@aps.com> wrote:

Chabin and Mundell have posted a campaign video. You can see it here:

<https://youtu.be/eV7PGrFI1CQ>

Attached below is a transcript for convenience, as well as a fact check we have drafted to post on <http://azenergyfuture.com> and promote on social. We don't want to engage them in a debate but we shouldn't let bad facts go uncorrected.

Please take a look and comment ASAP. I'd like Don to see this but I'd like to have your thoughts first. I'm keeping the review list small in the interest of speed.

Thanks!

John

Sent from my iPhone

Begin forwarded message:

From: "Langbaum, Kevin" <Kevin.Langbaum@aps.com>
To: "Hatfield, John S" <John.Hatfield@aps.com>, "McDonald Jr, James E" <James.McDonald@aps.com>, "Pittman, Hal" <Hal.Pittman@aps.com>
Subject: chabin mundell ad and response.doc

Here is John's text with the transcribed excerpts. I made a few minor changes to the text and added links to AZEF for a number of supporting materials.

Also attached is the full transcription, just in case.

<chabin mundell ad and response.doc.awsec>

<ATT00001.htm.awsec>

<chabin mundell ad transcribed.doc.awsec>

<ATT00002.htm.awsec>

Message

From: Pacheco, Jessica M [/O=APS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Z61293]
Sent: 6/1/2016 11:25:50 PM
To: McDonald Jr, James E (James.McDonald@aps.com); Pittman, Hal (Hal.Pittman@aps.com); Hatfield, John S (John.Hatfield@aps.com)
Subject: RE: response to Mundell/Chabin

I would try to avoid getting on this hamster wheel.

From: McDonald Jr, James E
Sent: Wednesday, June 01, 2016 3:51 PM
To: Pittman, Hal; Hatfield, John S; Pacheco, Jessica M
Subject: response to Mundell/Chabin

I have attached the statements we have prepared on Mundell that best respond to his statement today. I am attaching the broader document.

Statement: "Mr. Mundell has said he is campaigning 'against APS' and all utilities. His claims against APS are intentionally misleading, and his political assault on a company he would be called upon to regulate if elected seriously calls into question whether Mr. Mundell could serve as an impartial regulator."

Statement: "Mr. Mundell is not just running against APS; by running as the TASC candidate, he wants 96 percent of Arizona utility customers to pay higher bills to support higher profits for his political backers."

Message

From: McDonald Jr, James E [James.McDonald@aps.com]
Sent: 6/1/2016 10:50:36 PM
To: Pittman, Hal [Hal.Pittman@aps.com]; Hatfield, John S [John.Hatfield@aps.com]; Pacheco, Jessica M [Jessica.Pacheco@pinnaclewest.com]
Subject: response to Mundell/Chabin
Attachments: APS election responses (Mundell) 03-09-16.doc

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Statement: "Mr. Mundell is not just running against APS; by running as the TASC candidate, he wants 96 percent of Arizona utility customers to pay higher bills to support higher profits for his political backers."

Message

From: Lockwood, Barbara D [Barbara.Lockwood@aps.com]
Sent: 8/3/2016 6:25:14 PM
To: Pacheco, Jessica M [Jessica.Pacheco@pinnaclewest.com]; Haberlein, Anna [Anna.Haberlein@aps.com]
CC: McDonald Jr, James E [James.McDonald@aps.com]
Subject: RE: Politico media request

I support the neutral statement

From: Pacheco, Jessica M
Sent: Wednesday, August 03, 2016 11:23:14 AM
To: Haberlein, Anna
CC: Lockwood, Barbara D; McDonald Jr, James E
Subject: Re: Politico media request

Regarding the ACC election only?

I know Don and Jeff will want to weigh in on this one. If we want to say anything, the neutral response is (regardless of the hyper-politicized environment) we are looking forward to working with the new bench on behalf of our customers and employees.

On Aug 3, 2016, at 11:09 AM, Haberlein, Anna <Anna.Haberlein@aps.com> wrote:

Jessica, Barbara—

Esther Wheldon from Politico is working on a story about net metering/rate making and the upcoming ACC election. The premise of her story is about how the delay in making a decision on NEM (COS/VOS docket) raises the stakes for the election. She is going to mention dark money and the FBI investigation but it won't be a big part of the story. She would like a couple of things: 1) our standard dark money/political participation statement (I will direct her to our political participation policy); and 2) an interview or statement regarding our sentiment on the election. Her deadline is tomorrow (Thursday) COB.

I would like your guidance on how best to handle #2.

Thanks,
Anna

Message

From: McDonald Jr, James E [James.McDonald@aps.com]
Sent: 6/1/2016 10:50:36 PM
To: Pittman, Hal [Hal.Pittman@aps.com]; Hatfield, John S [John.Hatfield@aps.com]; Pacheco, Jessica M [Jessica.Pacheco@pinnaclewest.com]
Subject: response to Mundell/Chabin
Attachments: APS election responses (Mundellc) 03-09-16.doc

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Statement: "Mr. Mundell is not just running against APS; by running as the TASC candidate, he wants 96 percent of Arizona utility customers to pay higher bills to support higher profits for his political backers."

Message

From: Stewart, Anna [Anna.Stewart@aps.com]
Sent: 10/17/2016 6:09:00 PM
To: Lockwood, Barbara D [Barbara.Lockwood@aps.com]; Guldner, Jeff B [Jeff.Guldner@aps.com]; Hatfield, John S [John.Hatfield@aps.com]; Pacheco, Jessica M [Jessica.Pacheco@pinnaclewest.com]; Pittman, Hal [Hal.Pittman@aps.com]; McDonald Jr, James E [James.McDonald@aps.com]; Langbaum, Kevin [Kevin.Langbaum@aps.com]
Subject: RE: Mundell/Chabin presser

I will send around what reporters are posting on social media.

From: Lockwood, Barbara D
Sent: Monday, October 17, 2016 10:59 AM
To: Guldner, Jeff B; Stewart, Anna; Hatfield, John S; Pacheco, Jessica M; Pittman, Hal; McDonald Jr, James E; Langbaum, Kevin
Subject: RE: Mundell/Chabin presser

I was thinking an external person but that would be entertaining.

Sent with Good (www.good.com)

From: Guldner, Jeff B
Sent: Monday, October 17, 2016 10:35:49 AM
To: Lockwood, Barbara D; Stewart, Anna; Hatfield, John S; Pacheco, Jessica M; Pittman, Hal; McDonald Jr, James E; Langbaum, Kevin
Subject: RE: Mundell/Chabin presser

Like Ricciardi or Bill Marx who can ask questions on behalf of Inside APS.

From: Lockwood, Barbara D
Sent: Monday, October 17, 2016 10:35 AM
To: Stewart, Anna; Hatfield, John S; Guldner, Jeff B; Pacheco, Jessica M; Pittman, Hal; McDonald Jr, James E; Langbaum, Kevin
Subject: RE: Mundell/Chabin presser

Are we sending someone?

Sent with Good (www.good.com)

From: Stewart, Anna
Sent: Monday, October 17, 2016 10:32:54 AM
To: Hatfield, John S; Guldner, Jeff B; Lockwood, Barbara D; Pacheco, Jessica M; Pittman, Hal; McDonald Jr, James E; Langbaum, Kevin
Subject: Mundell/Chabin presser

Happening at 11 a.m. at Grant Park. 701 S 3rd Ave

Howie is not attending -- no new news there.

Rachel Leingang will be there; may write about it, may not.



Anna Haberlein Stewart

Communications Consultant, Media Relations

400 North 5th Street, Phoenix, AZ 85004-3902, M.S. 8508

Tel 602 250 Cell 602 677

Anna.Stewart@aps.com aps.com

Message

From: Doug Goodyear [dgoodyear@dcigroup.com]
Sent: 10/21/2016 2:18:06 PM
To: Pacheco, Jessica M [Jessica.Pacheco@pinnaclewest.com]
Subject: FW: Sustainable 3
Attachments: AZCRE TV 30 Sustainable 3.docx

USE CAUTION - EXTERNAL SENDER:(dgoodyear@dcigroup.com)

Do not click on links or open attachments that are not expected.

For questions or concerns, please email the APS Cyber Defense Center team at ACDC@apsc.com <<mailto:ACDC@apsc.com>> or contact the APS Helpdesk.

This is a draft I'd like your reaction to.

It's not going to win awards – hard to do that with a name-ID spot – but I think it's solid and does exactly what we need.

It gets each of their names out there three times. It gets sustainable solar in there twice. And we even get in a gratuitous whack at out-of-state special interests.

Dunn goes first because he needs the most help. Tobin is last because a) he's ahead and b) sometimes people remember the last name they heard. And Burns gets the weakest position, buried in the middle.

Let me know what you think. Larry and team have been assembling digital photos and footage and such.

Their goal is to have a rough cut ad for you to view tomorrow – gives them plenty of time to make fixes.

I feel pretty good about this. Working on a recommended media budget and a phone program today. More to come on those fronts.

From: Larry McCarthy <mccarthy@mhmediadc.com>
Date: Friday, October 21, 2016 at 6:34 AM
To: Doug Goodyear <dgoodyear@dcigroup.com>
Cc: Miles Martin <miles@mhmediadc.com>, Christian Rautenstrauch <christian@mhmediadc.com>, Dave Whalen <dwhelen@mhmediadc.com>
Subject: Sustainable 3

ANNOUNCER:

Arizona needs clean, affordable energy.

That's why Boyd Dunn, Bob Burns, and Andy Tobin are running for Corporation Commission.

Arizona's Sustainable Solar Team.

They'll work to keep electricity costs low and support clean, sustainable energy.

Dunn, Burns, and Tobin know that Arizona's power grid must be reliable.

And they'll represent Arizona taxpayers, not out-of-state special interests.

Boyd Dunn, Bob Burns, Andy Tobin - Arizona's Sustainable Solar Team.

Mobile_message_type	From	Body part	Remote party	Mobile time stamp	Mobile text	Mobile Delivered	Mobile read
MMSOutgoingMessagesIncoming	Michael Vargas <+1402302	Jessica Prochoco <+1802501	Jessica Prochoco <+1602502	8/2/2014 5:56	It would be smart if Forens/Little did this too for FB profile photos?		

Message

From: Stewart, Anna [Anna.Stewart@aps.com]
Sent: 10/17/2016 6:48:15 PM
To: Lockwood, Barbara D [Barbara.Lockwood@aps.com]; Guldner, Jeff B [Jeff.Guldner@aps.com]; Hatfield, John S [John.Hatfield@aps.com]; Pacheco, Jessica M [Jessica.Pacheco@pinnaclewest.com]; Pittman, Hal [Hal.Pittman@aps.com]; McDonald Jr, James E [James.McDonald@aps.com]; Langbaum, Kevin [Kevin.Langbaum@aps.com]; Loquvam, Thomas A [Thomas.Loquvam@pinnaclewest.com]
Subject: RE: Mundell/Chabin presser

Well, not much activity on social. The only reporters who I know were there are Rachel Leingang and Will Stone. I've given both of them the SolarCity email.

Will Stone @WStoneReports 2m2 minutes ago

.@Mundell4CorpCom says @apsFYI CEO has created "culture of corruption" @CorpCommAZ

Will Stone @WStoneReports 44s45 seconds ago

.@Chabin4CorpCom says @apsFYI only utility that has endorsed candidates for @CorpCommAZ



From: Lockwood, Barbara D
Sent: Monday, October 17, 2016 10:59 AM
To: Guldner, Jeff B; Stewart, Anna; Hatfield, John S; Pacheco, Jessica M; Pittman, Hal; McDonald Jr, James E; Langbaum, Kevin
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Happening at 11 a.m. at Grant Park. 701 S 3rd Ave

Howie is not attending – no new news there.

Rachel Leingang will be there; may write about it, may not.



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Communications Consultant, Media Relations
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Tel 602 250 Cell 602 677
Anna.Stewart@aps.com aps.com

**PNW Political Participation
Draft Language**

Out-of-state solar leasing companies have an enormous financial stake in issues that will be decided by the ACC next year. To protect their narrow interests, they have broken their written promise to stay out of the ACC elections, and are spending big to support their favored candidates. At stake is whether Arizona will lead in solar the right way, without driving up electricity bills for average customers; or whether those customers will pay higher and higher bills to subsidize huge profits for a few California solar leasing companies.

With Solar City now putting a massive infusion of spending into the campaign, we are compelled to take action. We have created an independent political effort to defend our company and stand up for the best interests of Arizona consumers.

All we ask from members of the ACC is that they study the issues, consider the facts, weigh the long-term impacts on all stakeholders and decide fairly. Based on the steady flow of vicious, misleading anti-APS rhetoric from the candidates funded by Solar City, it's difficult to believe they could regulate APS or any utility impartially.

No ratepayer money will be used for this effort, and, as always, our company will continue to follow every applicable law regarding political speech as well our own political participation policy, found on pinnaclewest.com.

[We could also add language at the end of the internal announcement encouraging our employees to get out and vote.]

Message

From: Aiken, Robert S [Robbie.Aiken@pinnaclewest.com]
Sent: 8/4/2016 6:16:05 PM
To: Guldner, Jeff B [Jeff.Guldner@aps.com]; Haberlein, Anna [Anna.Haberlein@aps.com]
CC: Pacheco, Jessica M [Jessica.Pacheco@pinnaclewest.com]
Subject: RE: Politico media query

How about adding something about "and we hope voters choose open-minded, fair-minded, enlightened candidates who are not predisposed to vote for or against a policy, issue or company before they get on the Commission and hear all the facts in the interest of all customers" ...otherwise your draft is fine by me.

From: Guldner, Jeff B
Sent: Wednesday, August 03, 2016 6:52 PM
To: Haberlein, Anna
Cc: Aiken, Robert S
Subject: RE: Politico media query

I like the statement - you might check with Robbie as he is closer to Politico than any of us out here.

From: Haberlein, Anna
Sent: Wednesday, August 03, 2016 2:08:43 PM
To: Guldner, Jeff B; Hatfield, John S; Lockwood, Barbara D; Pacheco, Jessica M; Bernosky, Gregory L; Loquvam, Thomas A; Pittman, Hal
Cc: McDonald Jr, James E; Langbaum, Kevin
Subject: Politico media query

Esther Whieldon from Politico is working on a story about net metering/ratemaking and the upcoming ACC election. The premise of her story is about how the delay in making a decision on NEM (COS/VOS docket) raises the stakes for the ACC election. She is going to mention dark money and the FBI investigation but it won't be a big part of the story.

She would like a couple of things:

1. Our standard dark money/political participation statement.
2. An interview or statement regarding our sentiment on the election.

Her deadline is tomorrow (Thursday) COB, which is 2 p.m. in Phoenix. Consequently, I'd like to have this resolved by noon tomorrow.

Based on my conversation with Esther and input from Barbara and Jessica, I recommend responding with the following statement.

"Our policy for political participation is posted on the Pinnacle West website for public review."

"Our goal is to work in good faith with the Arizona Corporation Commission on behalf of our customers. As has been our standard practice, in the months leading up to the election we offer all ACC candidates a briefing on APS operations and key issues. Regardless of who the voters ultimately choose, we will work with the Commission to provide a sustainable energy future for Arizona."

Message

From: Pacheco, Jessica M [/O=APS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Z61293]
Sent: 11/15/2016 10:24:13 PM
To: Lockwood, Barbara D [Barbara.Lockwood@aps.com]; Aiken, Robert S [Robbie.Aiken@pinnadewest.com]
Subject: FW: election recap
Attachments: AZ Coalition for Reliable Electricity.docx

Just FYI

From: Pacheco, Jessica M
Sent: Tuesday, November 15, 2016 3:24 PM
To: Brandt, Donald E
Cc: Guldner, Jeff B
Subject: election recap

Don,

Please find attached a brief overview of ACRE's efforts during the last three weeks of the election. In addition to those, we were also instrumental to helping the AZGOP with its GOTV efforts and the McCain SuperPAC GOTV activities. As a brief recap:

SuperPAC
260,000 doors knocks during general election
3,000,000 phone calls in both the primary and general

AZGOP
This work started a couple weeks out from the primary.
21 Victory Field Offices
180 paid staff
12,000 Volunteers
2.9 million calls
2.6 million pieces of mail
405,000 doors knocked

We will know total dollars spent from all the IE activity at the end of the year. Please let me know if you have any questions or would like the information in a different format.

JP

AZ Coalition for Reliable Electricity

MEMO

Re: Arizona Coalition for Reliable Electricity After-Action Report

Executive Summary

Polling conducted in the Arizona Corporation Commission race prior to the launch of ACRE indicated a close race, with Bob Burns consistently in first place, Andy Tobin in second and the three remaining candidates jockeying for the third slot. By October 19, and after a significant investment by Solar City, Bill Mundell and Tom Chabin were in second and third place respectively. Andy Tobin and Boyd Dunn fell to fourth and fifth place.

On October 20, eight days after early ballots had been mailed to voters, a team was assembled for a last-minute push to help counteract the political advocacy of the out-of-state solar industry, focused on electing Boyd Dunn, Bob Burns, and Andy Tobin to the Arizona Corporation Commission. In short order the team:

- Helped guide the necessary legal apparatus, from creating the campaign committee to establishing the appropriate procedures for disclosure and candidate notification.
- Produced and placed TV and radio spots.
- Built and executed a plan for direct contact with voters (primarily phones).
- Effectively handled media inquiries.
- Developed a digital companion campaign.

The strategy was straightforward:

1. **Increase the candidates' name awareness** through paid advertising. Polling indicated very little was known about any of the candidates, and if we could simply increase their name ID it would help ensure their election.
2. **Drive up Republican voter turnout** for the election. Early ballots were mailed October 12, and early returns indicated Democrat voters were participating at a much higher rate than Republicans. Given that down-ballot races tend to benefit from straight-ticket voting, we wanted to increase GOP turnout and close the gap between Democrat and Republican voter participation.

Currently, with over 2.5 million ballots counted Bob Burns, Andy Tobin and Boyd Dunn have been declared the winners by the Associated Press. Dunn is beating fourth place Mundell by over 39,000 votes.

Paid Advertising

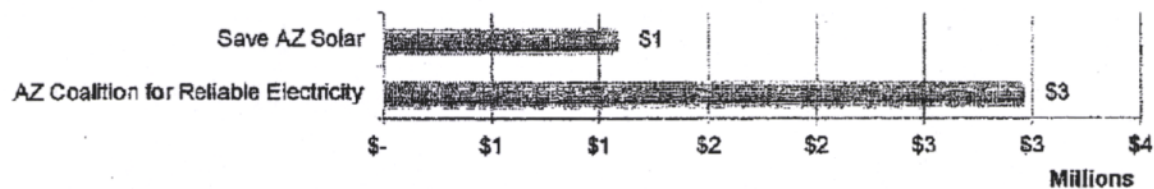
TV

"Sustainable"

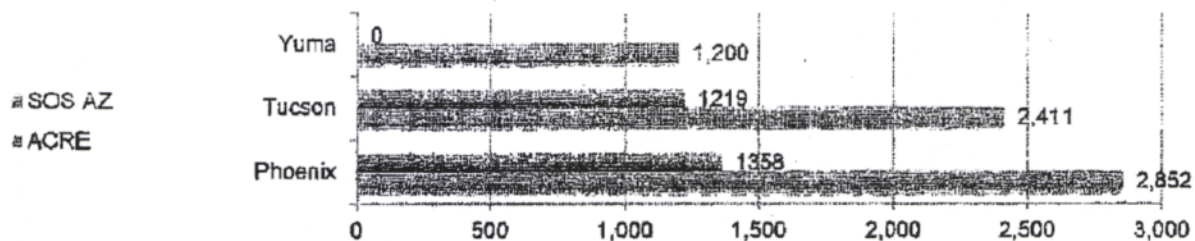
Start date: 10/25/16



TV Spending Competitive



Gross Ratings Points Competitive

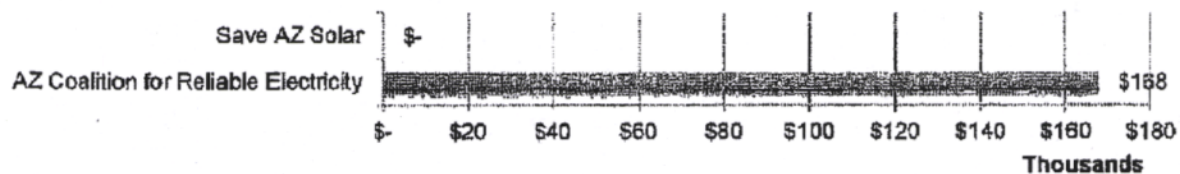


Radio

"Power"

Start date: 10/25/16

Radio Spending Competitive



Phone Calls

There were two types of Republicans we contacted:

1. PEVL voters – people who received an early ballot in the mail and were slow to return them.
2. Election Day voters – people who did NOT receive a ballot in the mail and needed to participate by showing up at their polling location on Election Day and casting their vote in person.

The scripts were similar focusing on naming the three candidates to help raise their name ID; and the scripts echoed the messaging from the TV ads: Arizona's Sustainable Solar team.

A detailed breakdown of the calls and results is below, and our ballot returns analysis at the end of the report shows the clear correlation between high volume of calls to these target voters and an increase in returned ballots by these voters during early voting.

ACRE Live Call Summary - Republican PEVLs

Timing	Call Type	Records Dialed	Target Audience	Delivered Messages to Live Persons	Delivered Messages to Answering Machines
10/22 to 10/23	Live Advo	142,222	Mid-propensity conservative PEVLs 35+	87,081	n/a
10/26-10/28	Live Advo	312,454	Base Republican PEVLs	115,914	121,336
10/29-10/30	Live w/ patch through to Gov Ducey recording	256,835	Base Republican PEVLs	63,990	129,805
11/2	TTH	144,488	Base Republican PEVLs		
11/5	Live Advo	185,292	Delinquent Republican PEVLs	71,309	90,938
11/6	Live Advo	189,538	Delinquent Republican PEVLs	56,029	87,507
11/7	Live GOTV	189,501	Delinquent Republican PEVLs	53,459	90,007
11/8	Live GOTV	162,031	Delinquent Republican PEVLs	41,276	82,406

PEVL Total Delivered Messages (Live Answer/Answering Machine):	489,058	601,999
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PEVL Grand Total Messages Delivered:	1,091,057
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ACRE Live Call Summary - E-Day Republican Voters

Timing	Call Type	Records Dialed	Target Audience	Delivered Messages to Live Persons	Delivered Messages to Answering Machines
10/26-10/28	Live Advo + Poll Locator	119,582	Election Day Republican Voters (Yavapai, Mohave, Maricopa, Pinal)	31,533	63,205
11/2-11/3	Live Advo	178,112	Election Day Republican Voters	44,834	92,936
11/5	Live Advo	214,100	Election Day Republican Voters	75,251	95,509
11/6	Live Advo	213,975	Election Day Republican Voters	63,116	99,251
11/7	Live GOTV	213,475	Election Day Republican Voters	61,579	99,552
11/8	Live GOTV	213,198	Election Day Republican Voters	50,177	111,339

E-Day Total Delivered Messages (Live Answer/Answering Machine):	326,490	561,792
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E-Day Grand Total Messages Delivered:	888,282
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ACRE Live Call Summary - Total

Timing	Call Type	Repards Shared	Target Audience	Delivered Messages to Live Persons	Delivered Messages to Answering Machines
10/22 to 10/23	Live Advo	142,222	Mid-propensity conservative PEVLs 35+	87,081	n/a
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Total Delivered Messages (Live Answer/Answering Machine):	815,548	1,163,791
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Grand Total Messages Delivered:	1,979,339
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Digital

Advertising Metrics

The scale of the digital campaign effectively reached our targeted voter universe with a frequency of 7 impressions across Facebook, video, and display. We maintained a strong click-through-rate (CTR) on search engines. In the final days before voting, the CTR was even higher (5.8%) as voters sought out information on candidates before voting.

Main Takeaways

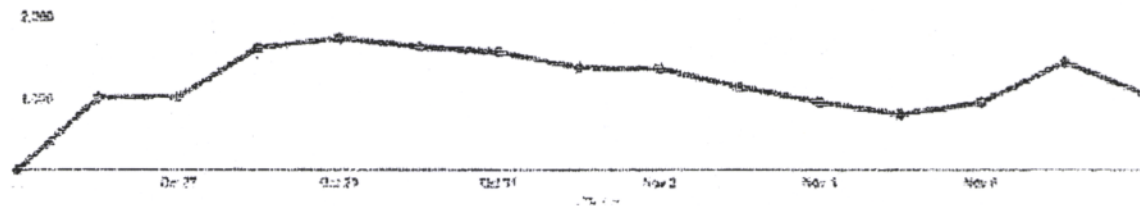
The addition of the Facebook carousel creative and new display creative helped us continue to drive traffic to the website ahead of Election Day.

Website Traffic

We continued to see steady traffic to the landing page as well. 51% of the traffic came from display, 27% from search, 22% from Facebook, and the balance from video.

	Reach	Clicks	CTR	Views	Cost
Facebook	936,061	6,353	0.68%	161,355	\$27,325.83
Video	928,129	890	0.096%	192,822	\$21,555.09
Display	10,494,489	8,722	0.083%	-	\$36,015.51
Search	97,810	4,724	4.83%	-	\$10,102.98

◆ Sessions



Sessions

15,980

Users

15,461

Pageviews

16,869

Pages / Session

1.06

Avg. Session Duration

00:00:12

Bounce Rate

95.69%

% New Sessions

96.75%

◆ New Visitor ◆ Returning Visitor



Examples of Creative

Our best performing search ad version remained the same.

Google Arizona Corporation Commission

All News Books Maps Shopping More Search tools




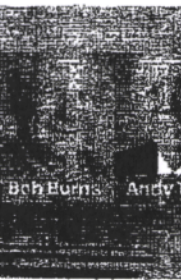

About 8,930,000 results (0.58 seconds)

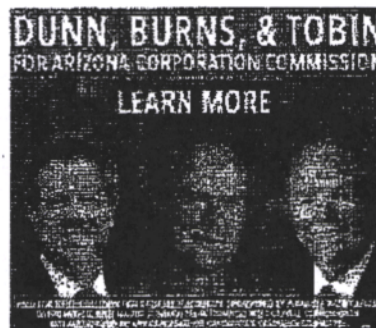
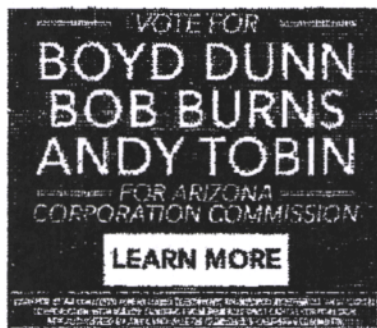
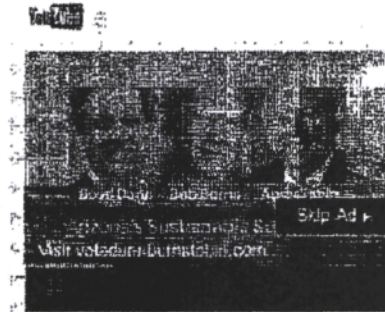
Vote Dunn, Burns, & Tobin - for AZ Corporation Commission
www.voteDunnBurnsTobin.com
They'll represent Arizona's taxpayers, not out-of-state special interests.

Arizona Corporation Commission
<https://www.azcc.gov/> • Arizona Corporation Commission
Responsible for final decisions on granting or denying utility rate adjustments, enforcing transportation safety and public service requirements, and approving ...

Search Search. Search For: Entity, Agent ... Search Type: Starts with ...	Corporations Division 1300 W. Washington St. Phoenix, AZ 85007. Corporations ...
File Select from the categories below to find forms or eFiling options for ...	Contact ACC Divisions, General Mailing Address: 1200 W. Washington ...
eCorp eCorp allows you to find information about corporations ... More results from azcc.gov »	Utilities Division Utilities Division, Electric · Gas · Sewer · Telephone · Water ...

The addition of the carousel ad unit (left) had our best CTR, 2.03% and allowed us to reach voters even more frequently on Facebook.

<p>AZ Coalition for Reliable Electricity November 3 at 12:00pm</p> <p>Meet Arizona's Sustainable Solar Team. Scroll to learn more and vote for Boyd Dunn, Bob Burns, and Andy Tobin for Arizona Corporation Commission on Election Day!</p>  <p>Boyd Dunn</p>  <p>Bob Burns</p> <p>Learn More</p>	<p>AZ Coalition for Reliable Electricity November 3 at 12:00pm</p> <p>Vote for Boyd Dunn, Bob Burns, and Andy Tobin for Arizona Corporation Commission. They'll represent Arizona's taxpayers, not out-of-state special interests.</p>    <p>Boyd Dunn · Bob Burns · Andy Tobin</p> <p>Vote Boyd Dunn, Bob Burns, and Andy Tobin They'll represent Arizona's taxpayers, not out-of-state special interests.</p> <p>Learn More</p>
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Earned Media & PR Efforts

On the earned media front, the Coalition sought to portray the Dunn/Burns/Tobin slate of GOP candidates as advocates of a sensible energy policy that would balance Arizona's needs to have energy that is sustainable, secure AND affordable.

In media interviews, the Coalition positioned the Arizona Coalition for Reliable Electricity – and Pinnacle West Capital Corp., more generally – as reluctant entrants into this campaign forced to respond to a misleading, multimillion-dollar spending blitz by out-of-state special interests. SolarCity, obviously hoped to hijack the Commission and install members who would approve rooftop-solar industry giveaways – at the expense of ratepayers.

Finally, the Coalition characterized Democrats Tom Chabin and Bill Mundell as hopelessly compromised based on their inflammatory comments and extreme rhetoric. There is no way they would be capable of serving as impartial arbiters on the Commission.

Given the environment the transparency with which ACRE and Pinnacle West operated was significantly beneficial. In a remarkable turnabout, it was actually Save Our AZ Solar (SolarCity's Independent Expenditure) that endured negative media attention for its lack of financial disclosure and apparent advocacy of anonymous campaign spending.

Media Clips

**"QUOTE
OF THE DAY"**

"After 3 years spent pointing the finger at others, it is now the height of hypocrisy for SolarCity and Save Our AZ Solar to argue for anything less than full disclosure of their campaign finances."

- Arizona Coalition for Reliable Electricity spokesman Matthew Benson.

The Arizona Republic: [**HYPERLINK**

"http://www.azcentral.com/story/money/business/energy/2016/10/24/aps-planning-1-million-ad-campaign-republicans/92685420/"]

Associated Press: [**HYPERLINK**

"http://www.miamiherald.com/news/business/article110212557.html"]

Arizona Capitol Times: [**HYPERLINK "http://azcapitoltimes.com/news/2016/10/24/aps-parent-company-launches-1m-campaign-to-support-corp-comm-republicans/"]**

The Arizona Republic: [**HYPERLINK**

"http://www.azcentral.com/story/money/business/energy/2016/10/24/aps-planning-1-million-ad-campaign-republicans/92685420/"]

Capitol Media Services: [**HYPERLINK**

"http://www.yourwestvalley.com/valleyandstate/article_ba655fd6-9a36-11e6-bb13-17be2eb3d038.html"]

SNL: [**HYPERLINK "https://www.sn1.com/Interactivex/article.aspx?CdId=A-38149774-11049"]**

The Arizona Republic: [**HYPERLINK "http://www.azcentral.com/story/opinion/op-ed/laurieroberts/2016/10/24/roberts-aps-spends-1-million-ensure-friendly-regulators/92690368/"]**

Phoenix Business Journal: [**HYPERLINK** "<http://www.bizjournals.com/phoenix/news/2016/10/24/apparent-to-jump-into-acc-race-with-plans-for-1.html>"]

The Arizona Republic: [**HYPERLINK**
"<http://www.azcentral.com/story/money/business/energy/2016/10/27/solarcity-political-group-save-our-az-solar-might-face-campaign-fine/92843514/>"]

The Arizona Republic: [**HYPERLINK** "<http://www.azcentral.com/story/opinion/op-ed/laurieroberts/2016/10/27/roberts-solar-group-makes-dash-shadows/92862102/>"]

Arizona Capitol Times: [**HYPERLINK**
"<http://azcapitoltimes.com/news/2016/10/28/pro-solarcity-ie-argues-that-transparency-laws-are-unconstitutional/>"]

Arizona Capitol Times: [**HYPERLINK** "<http://azcapitoltimes.com/news/2016/10/24/this-time-there-are-no-secrets/>"]

Arizona Daily Star: [**HYPERLINK** "http://tucson.com/news/local/columnists/steller/political-notebook-tucson-unified-school-district-board-race-turns-dirty/article_c9620f4d-5c96-5e79-a581-d2cac3ee6fec.html"]

The Arizona Republic: [**HYPERLINK**
"<http://www.azcentral.com/story/money/business/energy/2016/11/02/outside-cash-pours-into-arizona-utility-regulator-race/93168816/>"]

KJZZ: [**HYPERLINK** "<http://kjzz.org/content/390774/solar-battles-playing-out-arizona-ballot-election>"]

KJZZ: [**HYPERLINK** "<http://kjzz.org/content/386056/utility-backed-political-group-spend-arizona-corporation-commission-race>"]

Bloomberg News: [**HYPERLINK** "<http://www.newsherald.com/news/20161105/millions-burned-in-arizona-solar-war>"]

The Arizona Republic: [**HYPERLINK**
"<http://www.azcentral.com/story/opinion/editorial/2016/10/27/arizona-corporation-commission-endorsement/92782688/>"]

Benson News-Sun: [**HYPERLINK**

"http://www.bensonnews-sun.com/opinion/article_6ba95f2a-a10f-11e6-b0f9-cfff995a61a8.html"]

Payson Roundup: [**HYPERLINK "http://www.paysonroundup.com/news/2016/nov/08/dark-money-campaign-seeks-buy-regulators/"]**

KYMA (Yuma): [**HYPERLINK**

"http://www.kyma.com/news/politics/pinnacle-west-supports-republican-candidates-for-corporate-commission/146568523"]

Capitol Media Services: [**HYPERLINK**

"http://azdailysun.com/news/local/aps-spends-million-on-corp-com-campaign-solar-city-million/article_9336d33b-509a-5921-98a3-7ef1243a7949.html"]

Capitol Media Services: [**HYPERLINK**

"http://www.pinalcentral.com/casa_grande_dispatch/business_news/aps-to-learn-if-money-was-well-spent-burns-re/article_ec02c7d4-a69a-11e6-9ae5-5b02adf8b4ca.html"]

Prominent Social Media



Brian Resnik (@brianresnik) · 40m

MORE #APS parent under FBI investigation for #darkmoney spending in 2014 races. Today's disclosure is a first.

👍 13 1 🗨 2 ...



Brian Resnik (@brianresnik) · 11m

MORE #APS parent PinnWest's \$1M spending in #AZCorpComm race is just a start, I.E. Spox says

👍 13 1 🗨 2 ...



Brian Resnik (@brianresnik) · 43m

MORE #APS parent intended to sit out #AZCorpComm race but responding to millions spent by other companies, per I E spox.

👍 13 1 🗨 2 ...



Brian Resnik (@brianresnik) · 45m

BREAKING #APS parent discloses \$1 million donation to AZ Coalition for Reliable Electricity to boost 3 Republicans in #AZCorpComm race



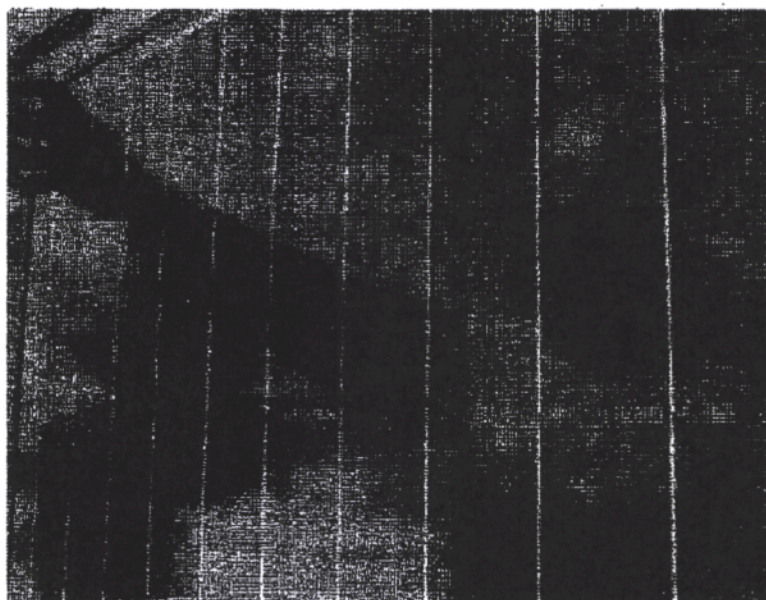
Ryan Randazzo (@randazzo) · Oct 31

Gov. @dougducey got on the phone last weekend for robocalls paid for by @apsFYI parent co., urging votes for Republicans on @CorpCommAZ

👍 13 1 🗨 2 ...



SolarCity political group Save Our AZ Solar might face campaign fine.
azc.cc/2dTF4pk via @utilityreporter

[illegible][illegible]

attcentral.com



Ryan Randazzo @additreporter Oct 24

Keep your eye on the TV. @apsfyi parent company plans \$1 million campaign to get Rs elected to @CorpCommAZ.

4 7 0 0



Howard Fischer @azazomedia

It costs Pinnacle West shareholders just pennies of their quarterly profits to get @CorpCommAZ the company wants.

tucson.com/news/local/gov...

9:34pm · 3 Nov 2015 · Twitter Web Client

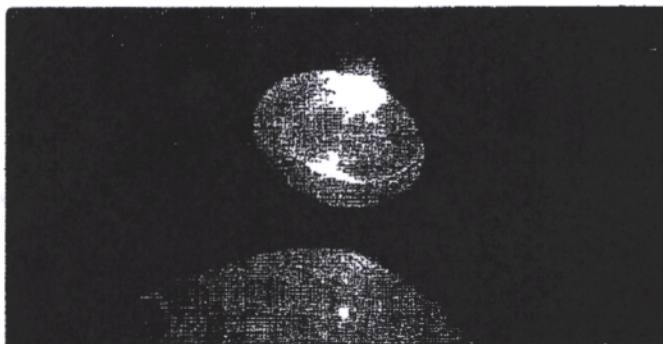
5 RETWEETS · 4 LIKES

0 0 0 0



Louie Roberts @LouieRoberts Oct 28

Solar group makes a dash for the shadows azc.cc/2eB7NmZ via @azcentral



Roberts: Solar group makes a dash for the shadows

For a group that's supposed to be all about sunlight and transparency, Save Our AZ Solar has steered itself smack into the shade.

azcentral.com



Ryan Randazzo @utilityreporter · Nov 7

Political group funded by @apsty parent co. making calls today, including to cell #s, pushing Rs for @CorpCommAZ

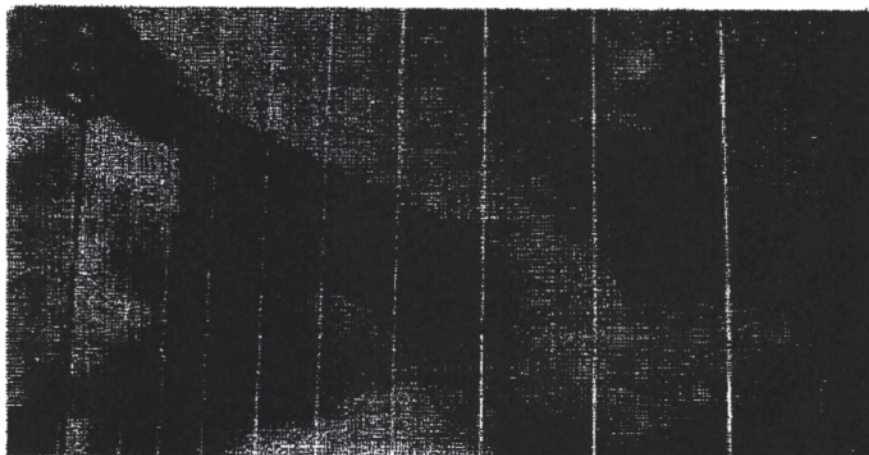


1



Ryan Randazzo @utilityreporter · Oct 27

Political group funded by @solarcity looking at possible fines for late financial disclosures



SolarCity political group Save Our AZ Solar might face campaign fine

Arizona Clean Elections officials voted Thursday to investigate whether Save Our AZ Solar, the political group set up by SolarCity Corp. of Califor...

acccentral.com



27





izes the important role that litigation over many of the issues. In the end, the Committee wishes to avoid the distraction of these proceedings and to resolve this matter. I am confident that we can work together to properly acknowledge the contribution of the Corps, and — as is standard practice — without any admission made

1. Einleitung
 2. Grundlagen der Informatik
 3. Algorithmen und Datenstrukturen
 4. Programmierung in C++
 5. Objektorientierte Programmierung
 6. Systemprogrammierung
 7. Netzwerke
 8. Sicherheit
 9. Wahlverfahren
 10. Wahlrecht
 11. Wahlrecht
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Results

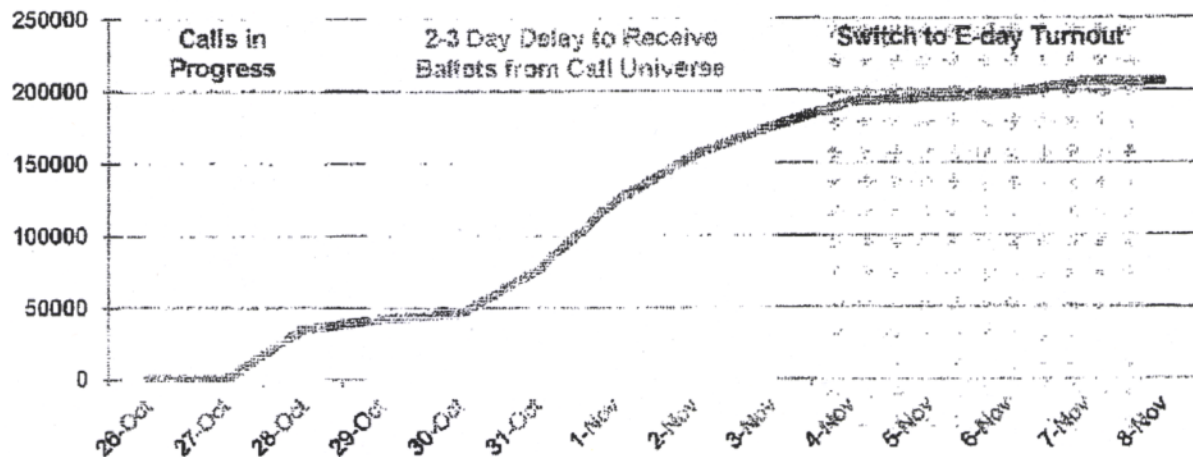
Increasing Base Turnout

While the final ballots of the election are not yet all counted and the data file of Election Day and early voters will not be available until the end of the quarter, we can look at one major subsets of our target universe for turnout calls – base Republicans on the Permanent Early Voter List (PEVLs) – to measure the impact of our repeated phone calls.

Below we graphed the number of voters in our target universe by the date their ballot was received by their county recorder, we can draw the conclusion that our calls were instrumental in turning out hundreds of thousands of target voters.

A few days after calls began we can see an uptick in ballots received.

Base Republican PEVLs



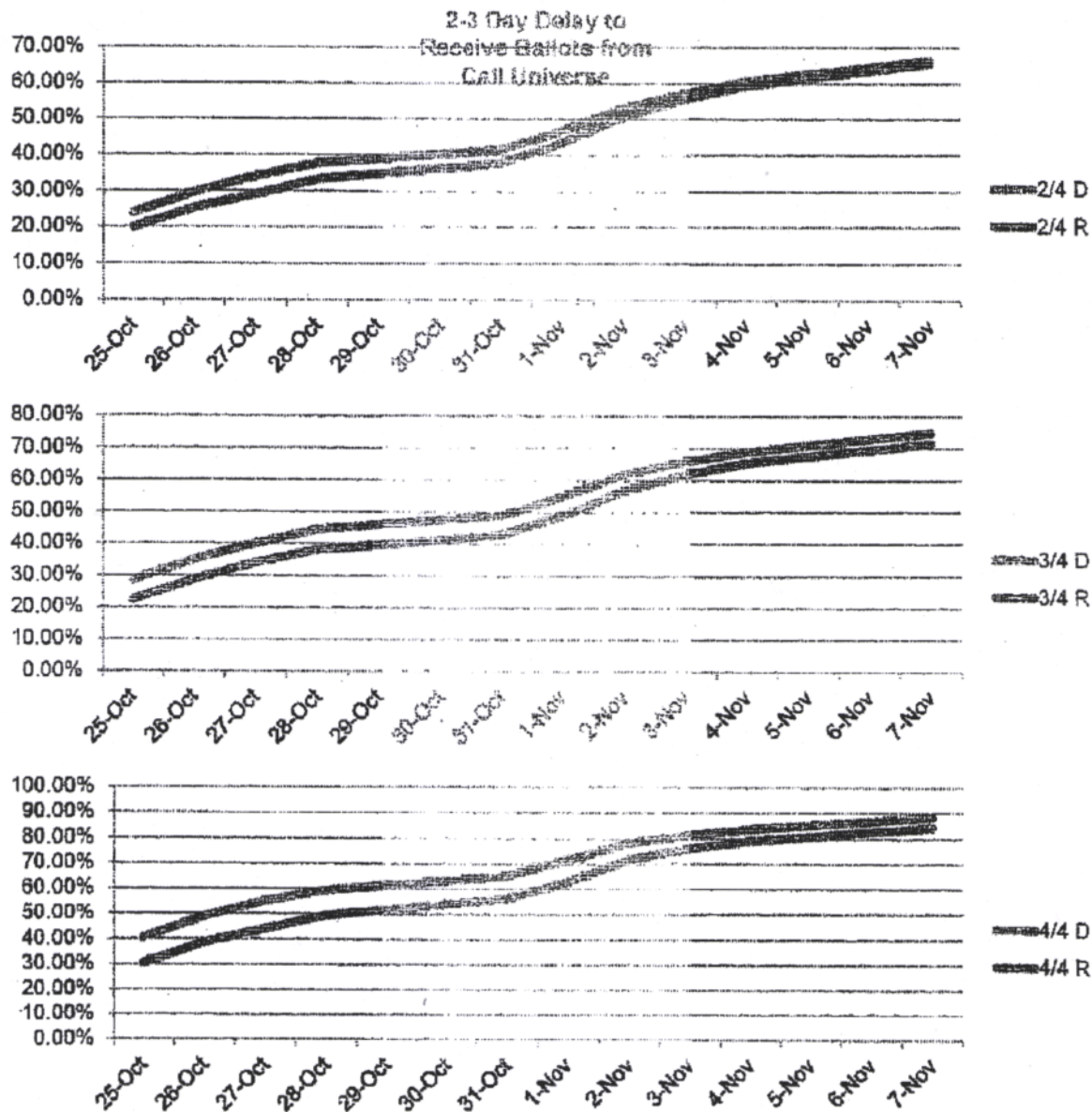
Base Republican PEVL Ballots Returned

28-Oct	29-Oct	30-Oct	31-Oct	1-Nov	2-Nov	3-Nov	4-Nov	5-Nov	6-Nov	7-Nov	8-Nov
34,810	41,821	44,984	75,470	123,401	155,208	174,839	191,923	194,953	196,579	206,021	206,021

Closing the Return Rate Gap

While both Republicans and Democrats were both turning out at a higher rate than they had in 2012 during early voting, base Republicans were significantly lagging behind base Democrats.

The charts below illustrate how the calls were crucial to closing that gap – and you can see the particular shift in ballots returned in the few days after our phone program began.



Message

From: Sara Mueller [sara@smstrategiesllc.com]
Sent: 11/1/2016 11:59:39 PM
To: Doug Goodyear [dgoodyear@ddgroup.com]; Pacheco, Jessica M [Jessica.Pacheco@pinnadewest.com]
Subject: ACRE digital report
Attachments: ACREDigitalReportNov.1.pdf

USE CAUTION - EXTERNAL SENDER:(sara@smstrategiesllc.com)

Do not click on links or open attachments that are not expected.

For questions or concerns, please email the APS Cyber Defense Center team at ACDC@apsc.com <<mailto:ACDC@apsc.com>> or contact the APS Helpdesk.

Goodyear & Jessica —

Please find attached digital report.

We'll get another quick "toplines" report Friday and another report that is more comprehensive like this one Monday or Tuesday.

Sara

TO: ARIZONA COALITION FOR RELIABLE ELECTRICITY
FROM: CAVALRY, LLC
RE: DIGITAL REPORT

This report details performance of the first week of ACRE's digital flight in the Arizona Corporation Commission race.

Advertising Metrics

We've seen solid performance in AZ thus far in the ACRE campaign. Particularly in video and Facebook performance. The search advertising has also a very strong click-through-rate, which means when voters are aware of our candidates the message resonates.

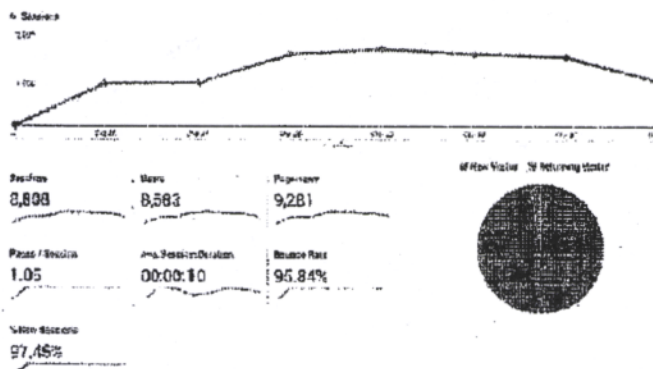
	Reach	Clicks	CTR	Views	Cost
Facebook	579,838	3,855	0.66%	112,154	\$16,031.81
Display	6,249,411	5,482	0.09%	-	\$18,182.83
Video	346,248	360	0.10%	76,063	\$7,174.93
Search	39,750	1,984	4.99%	-	\$4,159.27

Main Takeaways:

We will be adding creative this week in a couple of areas: new display creative and a Facebook carousel ad unit that highlights the three candidates. This will ensure the campaign continues to scale efficiently and allows us to mitigate rising prices for digital inventory by adding more scale.

Website Traffic

We've seen steady traffic to the landing page as well. 58% of the traffic has come from display, 21% from search, 17% from Facebook, and the balance from Video.



Examples of Creative:

Here's our best performing search ad version:

Google Arizona Corporation Commission

[All](#)
[News](#)
[Books](#)
[Maps](#)
[Shopping](#)
[More](#)
[Search tools](#)

About 9,034,000 results (0.98 seconds)

Vote Dunn, Burns, & Tobin - for AZ Corporation Commission
www.voteburnsburnstobin.com
 They'll represent Arizona's taxpayers, not out-of-state special interests.


Arizona Corporation Commission
<https://www.azcc.gov/> • Arizona Corporation Commission
 Responsible for final decisions on granting or denying utility rate adjustments, enforcing transportation safety and public service requirements, and approving ...

<p>Search Search: Search For: Entity, Agent ... Search Type: Starts with ...</p> <p>File Select from the categories below to find forms or eFiling options for ...</p> <p>eCorp eCorp allows you to find information about corporations ...</p> <p>More results from azcc.gov »</p>	<p>Corporations Division 1300 W. Washington St. Phoenix, AZ 85007 Corporations ...</p> <p>Contact ACC Divisions, General Mailing Address: 1200 W. Washington ...</p> <p>Utilities Division Utilities Division, Electric Gas Sewer Telephone Water ...</p>
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Like search, our best performing message is the taxpayer angle which earns a 1.61% click-through-rate versus 1.49% for our sustainable energy message.

AZ Coalition for Reliable Electricity
 Carolyn E. M. Sutton

Vote for Boyd Dunn, Bob Burns, and Andy Tobin for Arizona Corporation Commission. They'll represent Arizona's taxpayers, not out-of-state special interests.




Boyd Dunn Bob Burns Andy Tobin

Vote Boyd Dunn, Bob Burns, and Andy Tobin
 They'll represent Arizona's taxpayers, not out-of-state special interests.

www.voteburnsburnstobin.com [Learn More](#)

AZ Coalition for Reliable Electricity
 Carolyn E. M. Sutton

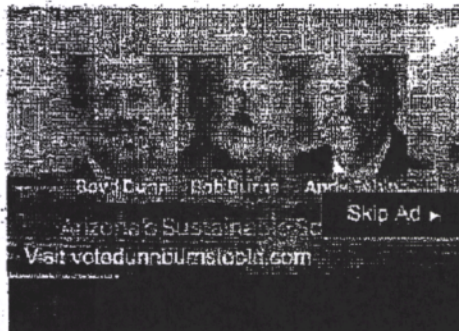
Vote for Boyd Dunn, Bob Burns, and Andy Tobin for Arizona Corporation Commission. They'll work to keep electricity costs low and support clean, sustainable energy.



Boyd Dunn Bob Burns Andy Tobin

Vote Boyd Dunn, Bob Burns, and Andy Tobin
 They'll work to keep electricity costs low and support clean, sustainable energy.

www.voteburnsburnstobin.com [Learn More](#)



FOX NEWS Opinion

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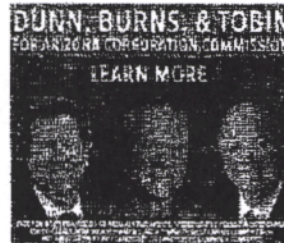


OPINION HOME TODD STARNES GINA PERINO GREG GUTTENTAG KARL Rove KT McCAFFREY
ANDREW NAPOLITANO

ELECTIONS

Sen. John McCain: You were fed ObamaCare lies, America. Here's what must happen now

By Sen. John McCain • Published October 20, 2010 • FoxNews.com



Message

From: Brandt, Donald E [Donald.Brandt@pinnaclewest.com]
Sent: 11/15/2016 11:02:48 PM
To: Pacheco, Jessica M [Jessica.Pacheco@pinnaclewest.com]
Subject: RE: election recap

Good stuff, thanks

From: Pacheco, Jessica M
Sent: Tuesday, November 15, 2016 3:24 PM
To: Brandt, Donald E
Cc: Guldner, Jeff B
Subject: election recap

Don,

Please find attached a brief overview of ACRE's efforts during the last three weeks of the election. In addition to those, we were also instrumental to helping the AZGOP with its GOTV efforts and the McCain SuperPAC GOTV activities. As a brief recap:

SuperPAC
250,000 doors knocks during general election
3,000,000 phone calls in both the primary and general.

AZGOP
This work started a couple weeks out from the primary.
21 Victory Field Offices
180 paid staff
12,000 Volunteers
2.9 million calls
2.6 million pieces of mail
405,000 doors knocked

We will know total dollars spent from all the IE activity at the end of the year. Please let me know if you have any questions or would like the information in a different format.

JP

AZ Coalition for Reliable Electricity

MEMO

To: The ACRE Team
From: Sara and Doug
Date: Nov. 13, 2016
Re: Arizona Coalition for Reliable Electricity After-Action Report

Executive Summary

Polling conducted in the Arizona Corporation Commission race prior to ACRE's involvement indicated a close race, particularly with the third of the potential seats on the commission. While Bob Burns and Andy Tobin were in a slightly better position, Boyd Dunn was running well behind his fellow Republicans.

On October 20 a team was assembled for a last-minute push to help counteract the political advocacy of the solar industry and to help elect Boyd Dunn, Bob Burns, and Andy Tobin to the Arizona Corporation Commission. In short order we:

- Helped guide the the necessary legal apparatus, from creating the campaign committee to establishing the procedures for disclosure and candidate notification.
- Recruited a first-rate media firm, McCarthy Hennings Media, for production of TV and radio spots.
- Built a plan with Direct Response, LLC for direct contact with voters (primarily phones).
- Retained Matt Benson of Veridus, LLC for handling media inquiries.
- Contracted with Cavalry, LLC to develop an on-line presence, including a modest website and a digital advertising plan.

The strategy was straightforward:

1. Increase the candidates' name awareness through paid advertising. Polling indicated very little was known about any of the candidates, and if we could simply increase their name ID it would help ensure their election.
2. Drive up Republican voter turnout for the election. Ballots were mailed October 12, and early returns indicated Democrat voters were participating at a much higher rate than Republicans. Given that down-ballot races tend to benefit from straight-ticket voting, we wanted to increase GOP turnout and close the gap between Democrat and Republican voter participation.

With 300,000 votes still to be counted, we can see that the strategy worked. Burns and Tobin lead the pack, and Boyd Dunn is more than 30,000 votes ahead of the 4th-place finisher, Bill Mundell, and has been declared the winner by the Associated Press.

Paid Advertising

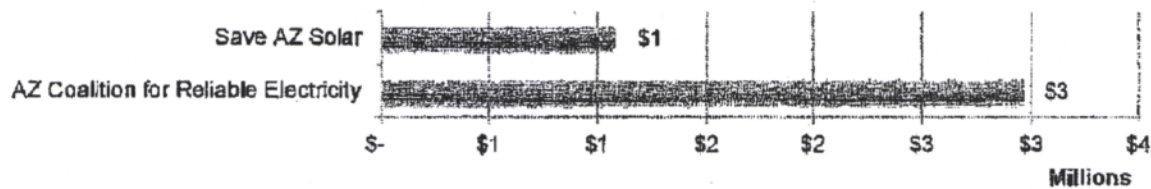
TV

"Sustainable"

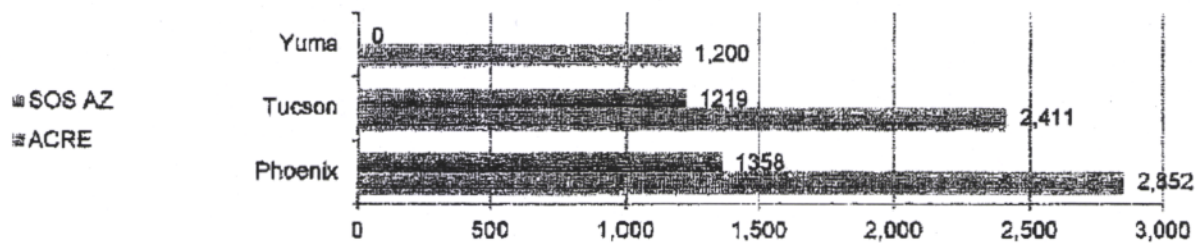
Start date: 10/25/16



TV Spending Competitive



Gross Ratings Points Competitive

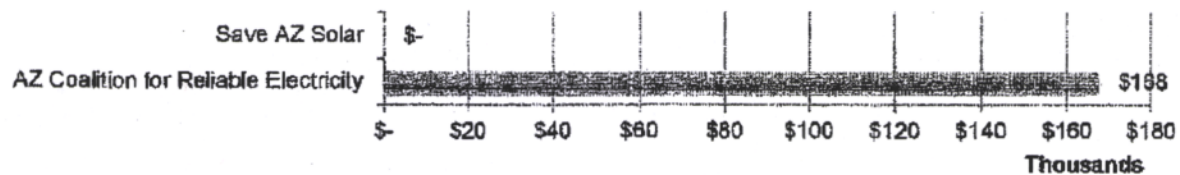


Radio

"Power"

Start date: 10/25/16

Radio Spending Competitive



Phone Calls

There were two types of Republicans we called:

1. PEVL voters – people who received an early ballot in the mail and were slow to return them.
2. Election Day voters – people who did NOT receive a ballot in the mail and needed to participate by showing up at their precinct on Election Day and casting their vote in person.

The scripts were somewhat similar. All mentioned the three candidates by name to help raise their name ID; and the scripts echoed the messaging from the TV ads that these three were Arizona's Sustainable Solar team.

A detailed breakdown of the calls and results is below, and our ballot returns analysis at the end of the report shows the clear correlation between high volume of calls to these target voters and an increase in returned ballots by these voters during early voting.

ACRE Live Call Summary - Republican PEVLs

Dating	Call Type	Records Dialed	Target Audience	Delivered Messages to Live Persons	Delivered Messages to Answering Machines
10/22 to 10/23	Live Advo	142,222	Mid-propensity conservative PEVLs 35+	87,081	n/a
10/26-10/28	Live Advo	312,454	Base Republican PEVLs	115,914	121,336
10/29-10/30	Live w/ patch through to Gov Ducey recording	256,835	Base Republican PEVLs	63,990	129,805
11/2	TTH	144,488	Base Republican PEVLs		
11/5	Live Advo	185,292	Delinquent Republican PEVLs	71,309	90,938
11/6	Live Advo	189,538	Delinquent Republican PEVLs	56,029	87,507
11/7	Live GOTV	189,501	Delinquent Republican PEVLs	53,459	90,007
11/8	Live GOTV	162,031	Delinquent Republican PEVLs	41,276	82,406

PEVL Total Delivered Messages (Live Answer/Answering Machine):	489,058	601,999
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PEVL Grand Total Messages Delivered:	1,091,057
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ACRE Live Call Summary - E-Day Republican Voters

Dating	Call Type	Records Dialed	Target Audience	Delivered Messages to Live Persons	Delivered Messages to Answering Machines
10/26-10/28	Live Advo + Poll Locator	119,582	Election Day Republican Voters (Yavapai, Mohave, Maricopa, Pinal)	31,533	63,205
11/2-11/3	Live Advo	178,112	Election Day Republican Voters	44,834	92,936
11/5	Live Advo	214,100	Election Day Republican Voters	75,251	95,509
11/6	Live Advo	213,975	Election Day Republican Voters	63,116	99,251
11/7	Live GOTV	213,475	Election Day Republican Voters	61,579	99,552
11/8	Live GOTV	213,198	Election Day Republican Voters	50,177	111,339

E-Day Total Delivered Messages (Live Answer/Answering Machine):	326,490	561,792
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E-Day Grand Total Messages Delivered:	888,282
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ACRE Live Call Summary - Total

Time	Call Type	Records Dialed	Target Audience	Delivered Messages to Live Persons	Delivered Messages to Answering Machines
10/22 to 10/23	Live Advo	142,222	Mid-propensity conservative PEVLs 35+ Election Day Republican Voters (Yavapai, Mohave, Maricopa, Pinal)	87,081	n/a
10/26-10/28	Live Advo + Poll Locator	119,582		31,533	63,205
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11/8	Live GOTV	213,198	Election Day Republican Voters	50,177	111,339
11/8	Live GOTV	162,031	Delinquent Republican PEVLs	41,275	82,406

Total Delivered Messages (Live Answer/Answering Machine):	815,548	1,163,791
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Grand Total Messages Delivered:	1,979,339
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Digital

Advertising Metrics

The scale of the campaign effectively reached our targeted voter file universe match online with a frequency of 7 impressions across Facebook, video, and display. We also maintained a strong click-through-rate (CTR) on search. In the final days before voting, the CTR was even higher (5.8%) as voters sought out information on candidates before deciding.

Main Takeaways

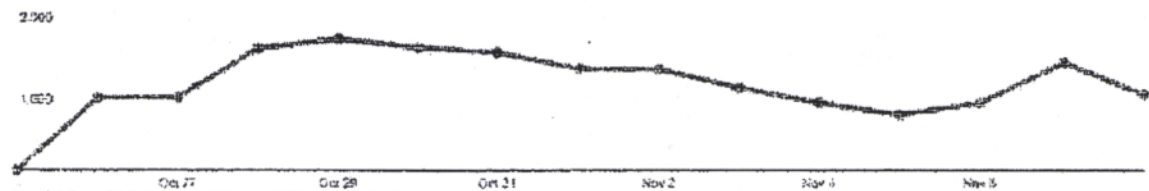
The addition of the Facebook carousel creative and new display creative helped us continue to drive traffic to the website ahead of Election Day. It also gave us more inventory to bid for despite rising prices for impressions around Election Day.

Website Traffic

We continued to see steady traffic to the landing page as well. 51% of the traffic came from display, 27% from search, 22% from Facebook, and the balance from video.

	Reach	Clicks	CTR	Views	Cost
Facebook	936,061	6,353	0.68%	161,355	\$27,325.83
Video	928,129	890	0.096%	192,822	\$21,555.09
Display	10,494,489	8,722	0.083%	-	\$36,015.51
Search	97,810	4,724	4.83%	-	\$10,102.98

Sessions



Sessions

15,980

Users

15,461

Pageviews

16,869

Pages / Session

1.06

Avg. Session Duration

00:00:12

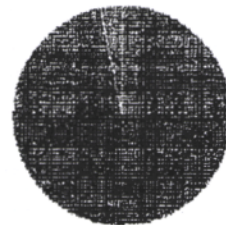
Bounce Rate

95.69%

% New Sessions

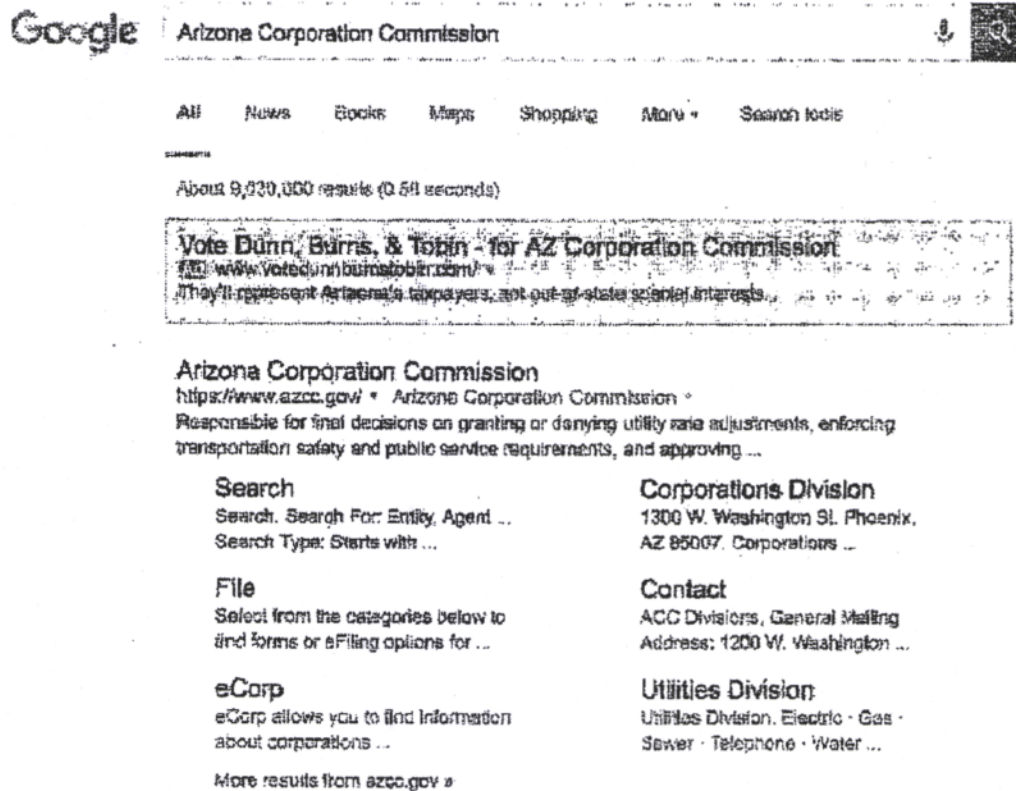
96.75%

New Visitor Returning Visitor

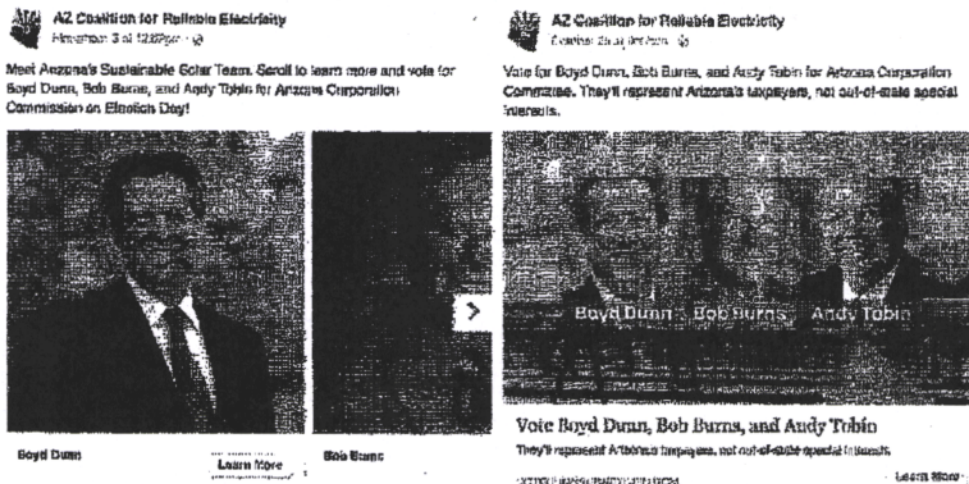


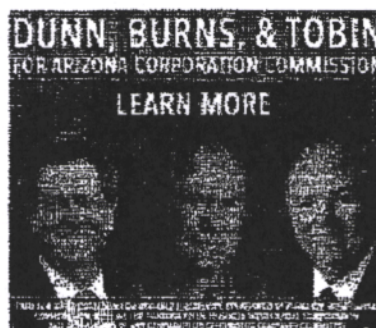
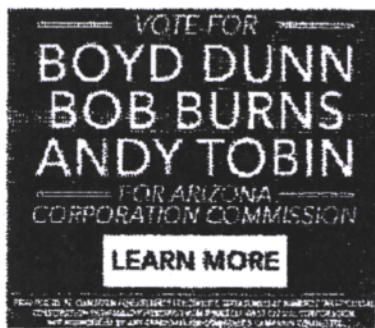
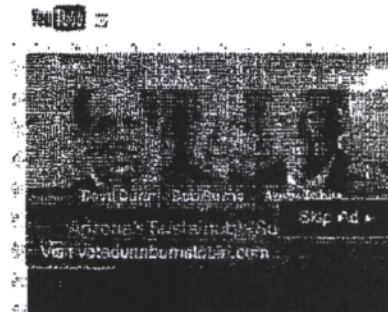
Examples of Creative

Our best performing search ad version remained the same.



The addition of the carousel ad unit (left) had our best CTR, 2.03% and allowed us to reach voters even more frequently on Facebook.





Earned Media & PR Efforts

On the media front, the Coalition sought to portray the Dunn/Burns/Tobin slate of GOP candidates as advocates of a sensible energy policy that would balance Arizona's needs to have energy that is sustainable, secure AND affordable.

In media interviews, the Coalition positioned the Arizona Coalition for Reliable Electricity – and Pinnacle West Capital Corp., more generally – as reluctant entrants into this campaign forced to respond to a misleading, multimillion-dollar spending blitz by out-of-state special interests. SolarCity, we said, hoped to hijack the Commission and install members who would approve rooftop-solar industry giveaways – at the expense of ratepayers.

Finally, the Coalition characterized Democrats Tom Chabin and Bill Mundell as hopelessly compromised based on their inflammatory comments and extreme rhetoric. There's no way they'd be capable of serving as impartial arbiters on the Commission, we said.

Of significant benefit was the transparency with which the Coalition and Pinnacle West operated. In a remarkable turnabout, it was actually Save Our AZ Solar that endured negative media attention for its lack of financial disclosure and apparent advocacy of anonymous campaign spending.

Media Clips

**"QUOTE
OF THE DAY"**

"After 3 years spent pointing the finger at others, it is now the height of hypocrisy for SolarCity and Save Our AZ Solar to argue for anything less than full disclosure of their campaign finances."

- Arizona Coalition for Reliable Electricity spokesman Matthew Benson.

The Arizona Republic: [**HYPERLINK**

"http://www.azcentral.com/story/money/business/energy/2016/10/24/aps-planning-1-million-ad-campaign-republicans/92685420/"]

Associated Press: [**HYPERLINK**

"http://www.miamiherald.com/news/business/article110212557.html"]

Arizona Capitol Times: [**HYPERLINK "http://azcapitoltimes.com/news/2016/10/24/aps-parent-company-launches-1m-campaign-to-support-corp-comm-republicans/"]**

The Arizona Republic: [**HYPERLINK**

"http://www.azcentral.com/story/money/business/energy/2016/10/24/aps-planning-1-million-ad-campaign-republicans/92685420/"]

Capitol Media Services: [**HYPERLINK**

"http://www.yourwestvalley.com/valleyandstate/article_ba655fd6-9a36-11e6-bb13-17be2eb3d038.html"]

SNL: [**HYPERLINK "https://www.snl.com/Interactivex/article.aspx?Cdlid=A-38149774-11049"]**

The Arizona Republic: [**HYPERLINK "http://www.azcentral.com/story/opinion/op-ed/laurieroberts/2016/10/24/roberts-aps-spends-1-million-ensure-friendly-regulators/92690368/"]**

Phoenix Business Journal: [HYPERLINK "<http://www.bizjournals.com/phoenix/news/2016/10/24/aps-parent-to-jump-into-acc-race-with-plans-for-1.html>"]

The Arizona Republic: [HYPERLINK "<http://www.azcentral.com/story/money/business/energy/2016/10/27/solarcity-political-group-save-our-az-solar-might-face-campaign-fine/92843514/>"]

The Arizona Republic: [HYPERLINK "<http://www.azcentral.com/story/opinion/oped/laurieroberts/2016/10/27/roberts-solar-group-makes-dash-shadows/92862102/>"]

Arizona Capitol Times: [HYPERLINK "<http://azcapitoltimes.com/news/2016/10/28/pro-solarcity-ie-argues-that-transparency-laws-are-unconstitutional/>"]

Arizona Capitol Times: [HYPERLINK "<http://azcapitoltimes.com/news/2016/10/24/this-time-there-are-no-secrets/>"]

Arizona Daily Star: [HYPERLINK "http://tucson.com/news/local/columnists/steller/political-notebook-tucson-unified-school-district-board-race-turns-dirty/article_c962of4d-5c96-5e79-a581-d2cac3ee6fec.html"]

The Arizona Republic: [HYPERLINK "<http://www.azcentral.com/story/money/business/energy/2016/11/02/outside-cash-pours-into-arizona-utility-regulator-race/93168816/>"]

KJZZ: [HYPERLINK "<http://kjzz.org/content/390774/solar-battles-playing-out-arizona-ballot-election>"]

KJZZ: [HYPERLINK "<http://kjzz.org/content/386056/utility-backed-political-group-spend-arizona-corporation-commission-race>"]

Bloomberg News: [HYPERLINK "<http://www.newsherald.com/news/20161105/millions-burned-in-arizona-solar-war>"]

The Arizona Republic: [HYPERLINK "<http://www.azcentral.com/story/opinion/editorial/2>"]

016/10/27/arizona-corporation-commission-endorsement/92782688/"]

Benson News-Sun: [**HYPERLINK**

"http://www.bensonnews-sun.com/opinion/article_6ba95f2a-a10f-11e6-b0f9-cfff995a61a8.html"]

Payson Roundup: [**HYPERLINK "http://www.paysonroundup.com/news/2016/nov/08/dark-money-campaign-seeks-buy-regulators/"]**

KYMA (Yuma): [**HYPERLINK**

"http://www.kyma.com/news/politics/pinnacle-west-supports-republican-candidates-for-corporate-commission/146568523"]

Capitol Media Services: [**HYPERLINK**

"http://azdailysun.com/news/local/aps-spends-million-on-corp-com-campaign-solar-city-million/article_9336d33b-509a-5921-98a3-7ef1243a7949.html"]

Capitol Media Services: [**HYPERLINK**

"http://www.pinalcentral.com/casa_grande_dispatch/business_news/aps-to-learn-if-money-was-well-spent-burns-re/article_ec02c7d4-a69a-11e6-9ae5-5b02adf8b4ca.html"]

Prominent Social Media



Brian Resnik @brianresnik · 40m

MORE #APS parent under FBI investigation for #darkmoney spending in 2014 races. Today's disclosure is a first.

👍 23 🔄 1 🗨️ 1



Brian Resnik @brianresnik · 41m

MORE #APS parent PinnWest's \$1M spending in #AZCorpComm race is just a start, I.E. Spox says

👍 15 🔄 1 🗨️ 1



Brian Resnik @brianresnik · 42m

MORE #APS parent intended to sit out #AZCorpComm race but responding to millions spent by donor companies, per I.E. spox.

👍 15 🔄 1 🗨️ 1



Brian Resnik @brianresnik · 46m

BREAKING #APS parent discloses \$1 million donation to AZ Coalition for Reliable Electricity to boost 3 Republicans in #AZCorpComm race



Ryan Randazzo @qualityreporter · Oct 31

Gov. @dougducey got on the phone last weekend for robocalls paid for by @apsFYI parent co., urging votes for Republicans on @CorpCommAZ

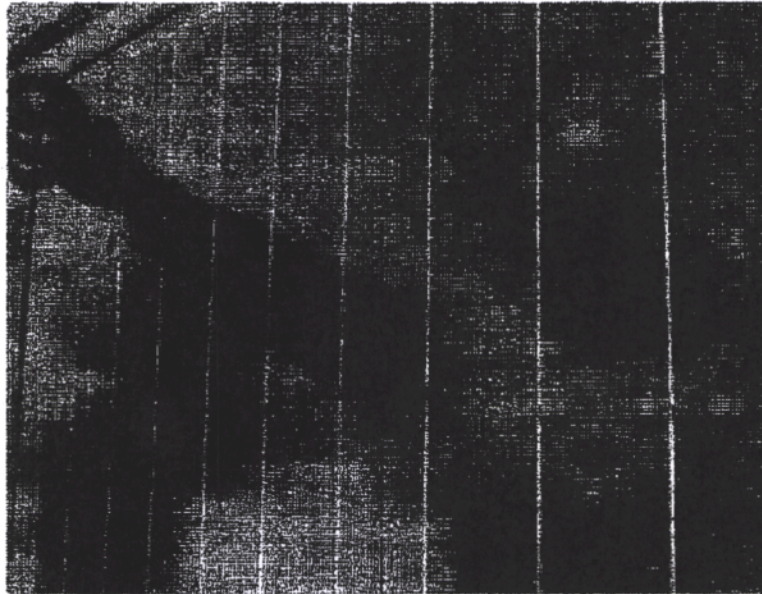
👍 23 🔄 1 🗨️ 1

Ryan Randazzo Retweeted



azcentral @azcentral Oct 28

SolarCity political group Save Our AZ Solar might face campaign fine.
azc.cc/2dTF4pk via @utilityreporter

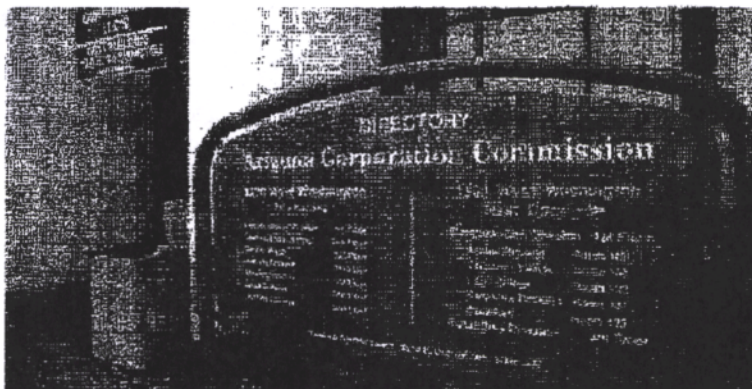


10 1 0 0



Ryan Randazzo @utilityreporter Nov 2

Utility @apsfy's parent co. and @solarcity have each spent ~\$3 million
trying to sway your vote on @CorpCommAZ



APS' parent, SolarCity pour \$6 million into Arizona utility-regulator r...

More than \$6 million in outside spending has been poured into the Arizona
Corporation Commission race

azcentral.com



Ryan Randazzo @QualityReporter Oct 24

Keep your eye on the TV. @apsfyi parent company plans \$1 million campaign to get Rs elected to @CorpCommAZ.

Retweets 1 Likes 0



Howard Fischer

@azcentral

It costs Pinnacle West shareholders just pennies of their quarterly profits to get @CorpCommAZ the company wants.

tucson.com/news/local/gov...

9:34pm · 3 Nov 2016 · Twitter Web Client

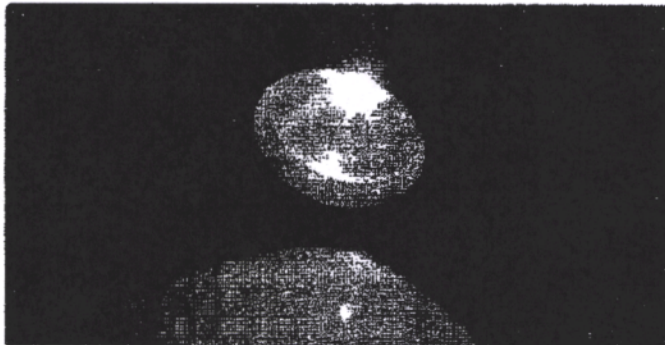
5 RETWEETS · 4 LIKES

Retweets 3 Likes 0



Laurie Roberts @LaurieRoberts Oct 26

Solar group makes a dash for the shadows azc.cc/2ed7hinZ via @azcentral



Roberts: Solar group makes a dash for the shadows

For a group that's supposed to be all about sunlight and transparency, Save Our AZ Solar has steered itself smack into the shade.

azcentral.com



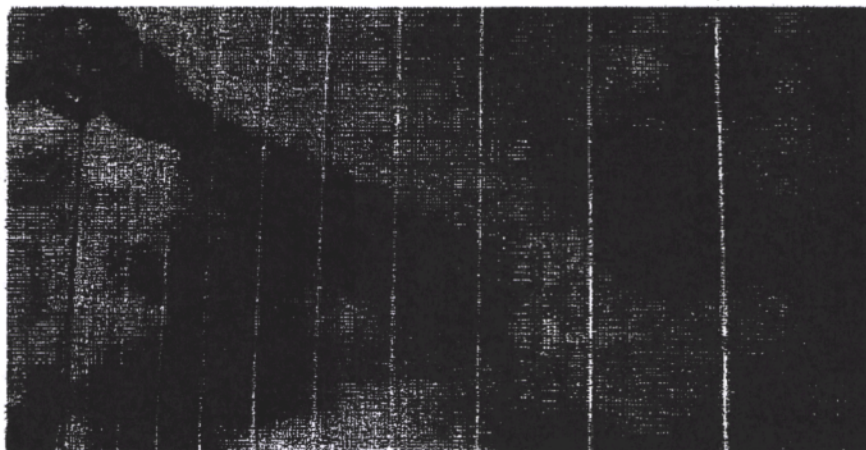
Ryan Randazzo @utilityreporter · Nov 7

Political group funded by @apsfyi parent co. making calls today, including to cell #s, pushing Rs for @CorpCommAZ



Ryan Randazzo @utilityreporter · Oct 27

Political group funded by @solarcity looking at possible fines for late financial disclosures



SolarCity political group Save Our AZ Solar might face campaign fine

Arizona Clean Elections officials voted Thursday to investigate whether Save Our AZ Solar, the political group set up by SolarCity Corp. of Califor...
azcentral.com



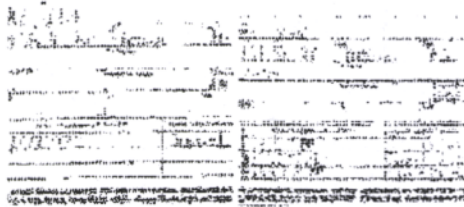


Rachel Leingang
@rachelleingang

By my count, total Save Our AZ Solar spending on ACC race (primary+general) is \$2.45 million so far.

Rachel Leingang @rachelleingang

Two new filings from @SaveOurAZSolar show another \$1,037,398 spent in past few days mostly to support @Wundell4CorpCom



1:03pm · 26 Oct 2016 · Twitter Web Client



Evan Wyloge
@evanwyloge



.@solarcity-backed IE:\$8K + no guilt admission for disclosure issues, @AZCCEC ED says reject drive.google.com/file/d/0B0HTMm... youtube.com/watch?v=1IdEhv...

izes the important role that litigation over many of the is ne end, the Committee wish distraction of these proceed 1.00 to resolve this matter. lent that we can work togetl iperly acknowledges the cor alsed, and – as is standard without any admission made

[Faint, mostly illegible text from a document or email, possibly a letter or report]

Results

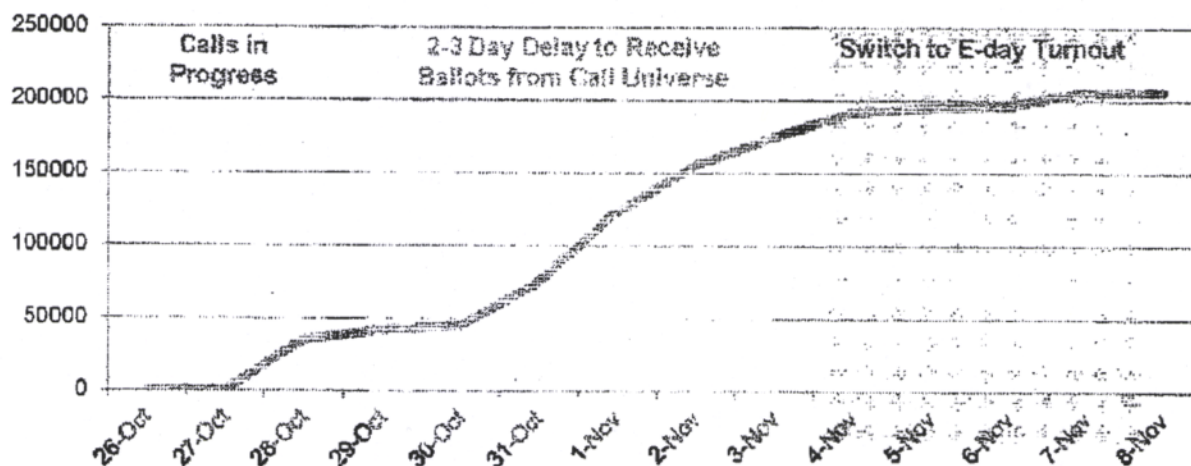
Increasing Base Turnout

While the final ballots of the election are not yet counted and the complete voted file of Election Day and early voters will not be available until the end of the quarter, we can look at one of the major subsets of our target universe for turnout calls – base Republicans on the Permanent Early Voter List (PEVLs) – to measure the impact of our repeated phone calls.

By graphing the number of voters in our target universe by the date their ballot was received by their county recorder, we are able to draw the conclusion that our calls were instrumental in turning out hundreds of thousands of target voters.

Within the 2-3 day time frame after receiving one of our calls it takes to mail in a ballot and have it reach a voter's county recorder, we can see that the round of contact started to produce an increase in ballots received a few days after calls began – an increase trend that continued until we switched our turnout calls to push voters to turn in ballots at the polls or vote at the polls on Election Day.

Base Republican PEVLs



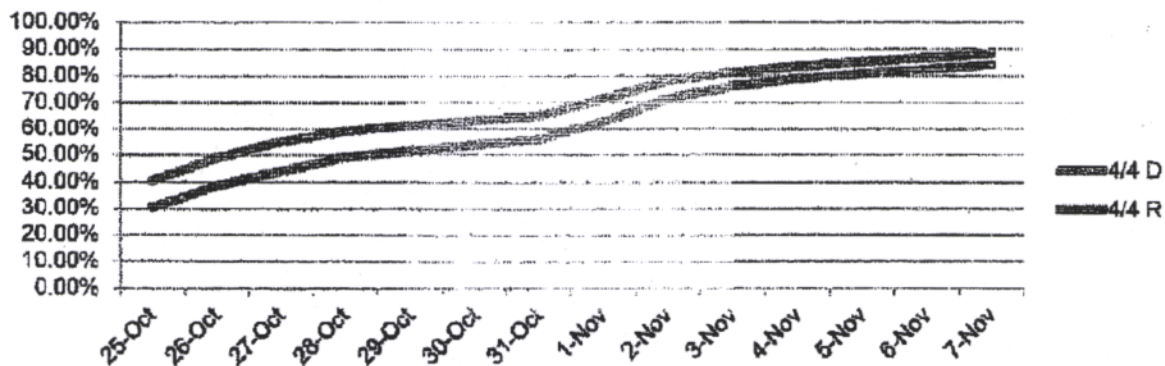
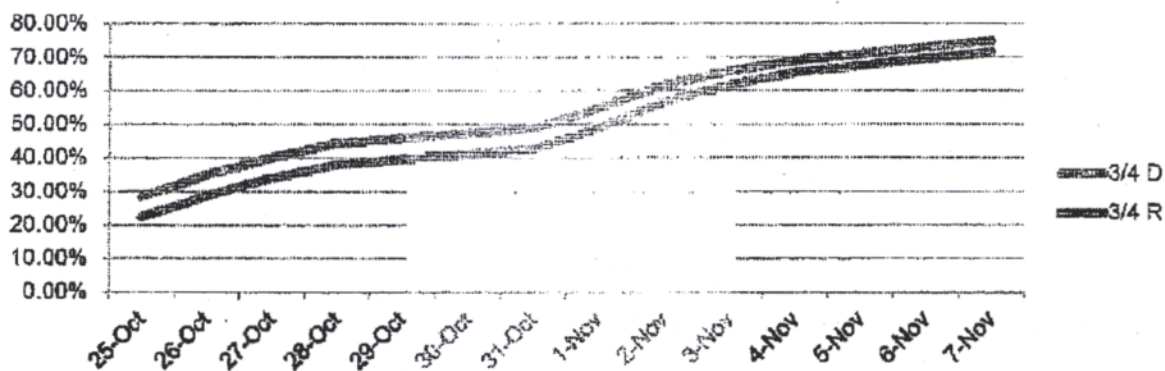
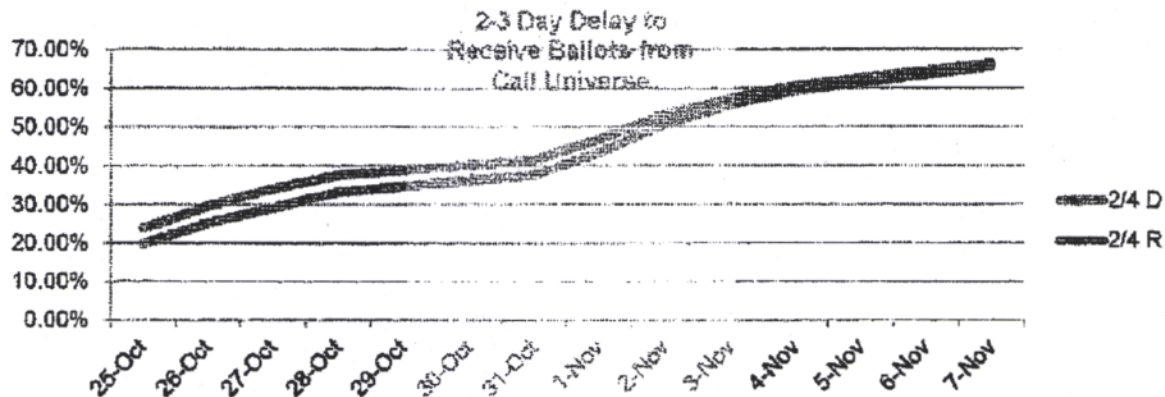
Base Republican PEVL Ballots Returned

28-Oct	29-Oct	30-Oct	31-Oct	1-Nov	2-Nov	3-Nov	4-Nov	5-Nov	6-Nov	7-Nov	8-Nov
34,810	41,821	44,984	75,470	123,401	155,208	174,839	191,923	194,953	196,579	208,021	206,021

Closing the Return Rate Gap

A significant concern in our early analysis of the lack of Republican votes at the beginning of early voting was that, while both Republicans and Democrats were both turning out at a higher rate than they had in 2012, the rate at which base Republicans was lagging behind that of Democrats. And the better voting record a Republican had, the further they were lagging behind. So, for instance, Republicans who had voted in all four of the last four general elections were lagging 10 points behind the Democrats with the same voting record in returning their ballots.

The charts below illustrate how our calls were crucial to closing that gap – and you can see the particular shift in ballots returned in the few days after our phone program began.



Message

From: Brandt, Donald E [Donald.Brandt@pinnadewest.com]
Sent: 10/25/2016 12:39:11 PM
To: 'Bruce Nordstrom PNWDIR' [bruce.nordstrom@pnwdir.com]; 'Dale Klein PNWDIR' [dale.klein@pnwdir.com]; 'David Wagener PNWDIR' [david.wagener@pnwdir.com]; 'Denis Cortese PNWDIR' [denis.cortese@pnwdir.com]; 'Humberto Lopez PNWDIR' [bert.lopez@pnwdir.com]; 'Kathy Munro PNWDIR' [kathy.munro@pnwdir.com]; 'Mike Gallagher PNWDIR' [mike.gallagher@pnwdir.com]; 'Rick Fox PNWDIR' [rick.fox@pnwdir.com]; 'Roy Herberger PNWDIR' [roy.herberger@pnwdir.com]
Subject: FW: Recap of today's media coverage
Attachments: News articles on Pinnacle West IE.PDF

Day 1 in the media went as well as we could have expected. See John Hatfield's note below. Also, if you open his attachment, links will take you to the various media outlet stories.

Don

From: Hatfield, John S
Sent: Monday, October 24, 2016 5:52 PM
To: Brandt, Donald E; Schiavoni, Mark A; Faick, David P; Hatfield, James R; Guldner, Jeff B; Pacheco, Jessica M; Lockwood, Barbara D; Froetscher, Daniel T
Subject: Recap of today's media coverage

Hello all,

Today we reached out to seven Arizona and one national media outlet (Bloomberg, which was already preparing a story on PNW involvement in this year's ACC elections) to provide them with our statement on the launch of the Arizona Coalition for Reliable Electricity. This was the proactive approach we discussed over the weekend and reviewed with APCO. Our goal was to create the best odds of balanced initial reporting by telling the story ourselves first, instead of waiting to react to our critics. This also reinforced our central message of transparency, and allowed us to drive home the important message that our hand has been forced by SolarCity.

Attached is a PDF with the first day of media coverage. Here are five quick observations:

- ∞ The plan largely worked. We were successful in launching this story with our messaging clear and prominent.
- ∞ SolarCity's campaign spending and broken promise are highlighted, along with the point that we were compelled to act.
- ∞ ACRE spokesperson Matt Benson, a PR veteran, was effective in helping to deliver the initial message.
- ∞ All stories made note of our decision to disclose this contribution.
- ∞ Several of the stories quote Bill Mundell, who as predicted is aggressive in his criticism of the company and very personal in his attacks on Don.

The attached package of stories includes a helpful exchange on social media between local political consultant Barrett Marson and some Tucson reporters. Barrett makes note of the lack of criticism in the media of SolarCity's election involvement. This exchange will be seen by other reporters, and may be helpful.

Interestingly, political reporter Evan Wyloge commented on social media less than an hour ago that a SolarCity-backed IE is fighting certain disclosure rules. We need to find out what that means, but if true, this story could evolve in an interesting way for us, even given the media's double standard on this issue. I've attempted to paste an image of Evan's tweet below.

John



Evan Wyloge @EvanWyloge · 39m

A solar IE is arguing against disclosure rules and Pinnacle West disclosed \$1M in election spending.

2016, baby.

👍 12 🗨 1 ...



Evan Wyloge @EvanWyloge · 49m

@AZCCEC set to scrutinize claim, asserted by @solarcity-backed IE group, that disclosure rules are unconstitutional goo.gl/WcQML3

Respondent makes several arguments related to filings require

16-941 and -958. First, Respondent argues that because the Sec

failed to provide a means to electronically file reports the

financial reporting system, the statute cannot be construed

and be violated. Response in 2. Second, Respondent argue

requirements contained within the Clean Elections

act because the Supreme Court found separate, statute

related to clean funding under the Act unconstitutional. A

Club v. Denver, 131 S. Ct. 2886 (2011). Third, Respondent al

state unconstitutionality "imped[ed] our independent expenditure or

persons disclosure requirements

Schedule 1

Expenditure based on full IS CF report	Expenditure amount Reported by SCS/AZ	CH Report Form
\$0.01	State	8/9/2016
163	State	8/16/2016
13.87	State	8/16/2016
1.88	State	8/16/2016
10.10	State	8/16/2016
13.34	State	8/16/2016
162.68	State	8/16/2016
11	\$14,917.99	8/22/2016
	\$1,162.46	8/24/2016

👍 1 🗨 ...

Mobile_message_type	From	Recipient	Remote party	Mobile time stamp	Mobile text	Mobile Delivered	Mobile read
SMSCongpIngMessagesIncomIng	Michael Vargas <+1460202	Jessica Pacheco <+1602501	Jessica Pacheco <+1602501	9/21/2014 11:40	We gotta do the same to her as to Parkcr. Make her look unethical. This works.		

Message

From: Doug Goodyear [dgoodyear@dcigroup.com]
Sent: 10/26/2016 12:55:24 AM
To: Pacheco, Jessica M [Jessica.Pacheco@pinnaclewest.com]; sara@smstrategiesllc.com
Subject: Re: Cavalry creative for launch
Attachments: image001.jpg; image002.png; image003.png; image004.png; image005.png

I'm also good with it

Proceed, and then work with Eric Sloan, Ashley Ragan, et al for the disclosure and communications with candidates.

Thank you, Sara!

From: "Jessica.Pacheco@pinnaclewest.com" <Jessica.Pacheco@pinnaclewest.com>
Date: Tuesday, October 25, 2016 at 4:40 PM
To: "sara@smstrategiesllc.com" <sara@smstrategiesllc.com>, Doug Goodyear <dgoodyear@dcigroup.com>
Subject: RE: Cavalry creative for launch

I'm good. I figure I'm one of the cool kids when Sara starts referring to me as Pacheco. ;)

From: Sara Mueller [mailto:sara@smstrategiesllc.com]
Sent: Tuesday, October 25, 2016 4:35 PM
To: Doug Goodyear, Pacheco, Jessica M
Subject: Cavalry creative for launch

USE CAUTION - EXTERNAL SENDER:(sara@smstrategiesllc.com<mailto:sara@smstrategiesllc.com>)

Do not click on links or open attachments that are not expected.

For questions or concerns, please email the APS Cyber Defense Center team at ACDC@apsc.com<mailto:ACDC@apsc.com> or contact the APS Helpdesk.

Goodyear & Jessica ---

The purpose of this email is to obtain approval for digital ad creative.

Here's the video, unlisted on youtube: https://www.youtube.com/watch?v=Sup_uA8cark

Facebook page on which posts would be loaded for advertising within Facebook (all other ads will link to landing page approved this AM): <https://www.facebook.com/AZforReliableElectricity/?fref=ts>

And I've attached search, Facebook, and Display creative for approval. Once the display is approved, Cavalry will resize to all the different dimensions required for different websites.

All ad campaigns are built out on the back end so we are ready to "press play" to target GOP voters upon creative approval.

Thank you,
Sara

[cid:image001.jpg@01D22EE8.F57FCED0][cid:image002.png@01D22EE8.F57FCED0][cid:image003.png@01D22EE8.F57FCED0]
[cid:image004.png@01D22EE8.F57FCED0][cid:image005.png@01D22EE8.F57FCED0]

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AZ Coalition for Reliable Electricity

Sponsors: @

Vote for Boyd Dunn, Bob Burns, and Andy Tobin for Arizona Corporation Committee. They'll represent Arizona's taxpayers, not out-of-state special interests.



Vote Boyd Dunn, Bob Burns, and Andy Tobin

They'll represent Arizona's taxpayers, not out-of-state special interests.

VOTEDUNNBURNSANDTOBIN.COM

[Learn More](#)



AZ Coalition for Reliable Electricity

Sponsored by @

Vote for Boyd Dunn, Bob Buras, and Andy Tobin for Arizona Corporation Committee. They'll work to keep electricity costs low and support clean, sustainable energy.




Vote Boyd Dunn, Bob Buras, and Andy Tobin


They'll work to keep electricity costs low and support clean, sustainable energy.

VOTEDUNNBURASTOBIN.COM

[Learn More](#)

Vote Dunn, Burns, & Tobin - for AZ Corporation Commission
 www.voteindunnburnstobin.com
They'll work to keep electricity costs low & support clean, sustainable energy.

Vote Dunn, Burns, & Tobin for AZ Corporation Commission

 www.votedunnburnstobin.com

They represent Arizona's taxpayers, not out-of-state special interests.

DUNN, BURNS, & TOBIN
FOR ARIZONA CORPORATION COMMISSION

LEARN MORE



PAID FOR HY-AM COALITION FOR RENEWABLE ELECTRICITY, FINANCED BY MINNAPAC RENEWABLE CAPITAL
CORPORATION WITH MAJOR FUNDING FROM POSSIBLY WIST CALIF. CORPORATION.
NOT AUTHORIZED BY ANY CANDIDATE OR CANDIDATE'S CAMPAIGN COMMITTEE

Message

From: Pacheco, Jessica M [Jessica.Pacheco@pinnaclewest.com]
Sent: 10/25/2016 9:30:18 PM
To: Matthew Benson [mbenson@veridus.com]
CC: Doug Goodyear [dgoodyear@dcigroup.com]
Subject: Re: Save our AZ Solar failure to report expenditures?

Good by me, please consider adding: given the broken promises, campaign falsehoods...etc

On Oct 25, 2016, at 2:07 PM, Matthew Benson <mbenson@veridus.com> wrote:

USE CAUTION - EXTERNAL SENDER:(mbenson@veridus.com)

Do not click on links or open attachments that are not expected.

For questions or concerns, please email the APS Cyber Defense Center team at ACDC@apsc.com or contact the APS Helpdesk.

Luige at the Cap Times is writing something on this today.
At bottom is a quote I've drafted to feed him. Please let me know if you have changes.
Thanks

"After 3 years spent pointing the finger at others, it is now the height of hypocrisy for SolarCity and Save Our AZ Solar to argue for anything less than full disclosure of their campaign finances. Given the campaign of falsehoods and fabrications that Save Our AZ Solar has chosen to engage in, it's not surprising they would hope to shield their activities from Arizona voters."

<!--[if !supportLists]--><!--[endif]-->Matthew Benson, spokesman, Arizona Coalition for Reliable Electricity

From: Doug Goodyear [mailto:dgoodyear@dcigroup.com]
Sent: Tuesday, October 25, 2016 11:11 AM
To: Matthew Benson
Cc: Jessica.Pacheco@pinnaclewest.com
Subject: Re: Save our AZ Solar failure to report expenditures?

Pour on the gas.

On Oct 25, 2016, at 12:50 PM, Matthew Benson
<mbenson@veridus.com<mailto:mbenson@veridus.com>> wrote:

I'm working a number of reporters/columnists behind the scenes right now to get some activity around this. If no results by this afternoon, I'll take it onto social

From: Jessica.Pacheco@pinnaclewest.com<mailto:Jessica.Pacheco@pinnaclewest.com>
[mailto:Jessica.Pacheco@pinnaclewest.com]
Sent: Tuesday, October 25, 2016 10:49 AM
To: Matthew Benson; dgoodyear@dcigroup.com<mailto:dgoodyear@dcigroup.com>
Subject: RE: Save our AZ Solar failure to report expenditures?

It is my understanding there have been general election discrepancies in reporting expenditures also. I don't believe a complaint has been filed.

From: Pacheco, Jessica M

Sent: Tuesday, October 25, 2016 10:45 AM

To: mbenson@veridus.com <<mailto:mbenson@veridus.com>>; 'Doug Goodyear'

Subject: Save our AZ Solar failure to report expenditures?

Evan is saying that the CEC is scheduled to discuss this at its meeting on Thursday. SC EI in violation of disclosure laws. Where is the media outrage?

-- NOTICE --

This message is for the designated recipient only and may contain confidential, privileged or proprietary information. If you have received it in error, please notify the sender immediately and delete the original and any copy or printout. Unintended recipients are prohibited from making any other use of this e-mail. Although we have taken reasonable precautions to ensure no viruses are present in this e-mail, we accept no liability for any loss or damage arising from the use of this e-mail or attachments, or for any delay or errors or omissions in the contents which result from e-mail transmission.

Message

From: Sara Mueller [sara@smstrategiesllc.com]
Sent: 10/25/2016 7:02:07 AM
To: Doug Goodyear [dgoodyear@dcigroup.com]; Pacheco, Jessica M [Jessica.Pacheco@pinnaciewest.com]
Subject: landing page for approval

USE CAUTION - EXTERNAL SENDER:(sara@smstrategiesllc.com)

Do not click on links or open attachments that are not expected.

For questions or concerns, please email the APS Cyber Defense Center team at ACDC@apsc.com or contact the APS Helpdesk.

Please find attached a mockup of the ACRE landing page for approval.

All digital ads would direct here.

Sara

ARIZONA'S SUSTAINABLE SOLAR TEAM

KEEP UTILITY COSTS LOW - SUPPORT CLEAN, SUSTAINABLE ENERGY



VOTE FOR BOYD DUNN, BOB BURNS, AND ANDY TOBIN FOR ARIZONA CORPORATION COMMISSION

Arizona needs clean, affordable energy. That's why Boyd Dunn, Bob Burns, and Andy Tobin are running for Arizona Corporation Committee. They'll work to keep electricity costs low and support clean, sustainable energy. They know that Arizona's power grid must be reliable. They'll represent Arizona's taxpayers, not out-of-state special interests.

SCROLL TO LEARN MORE ABOUT THE CANDIDATES



BOYD DUNN

Superior Court Judge
Prosecutor for the Attorney General
Chandler Mayor
President, Arizona Municipal Water Users Association



BOB BURNS

Past President Arizona Senate
"Watchdog Award"
Arizona Tax Research
"Champion of the Taxpayer"
Americans for Prosperity
"Senator of the Year"
Arizona Chamber of Commerce



ANDY TOBIN

Speaker of AZ House of Representatives
Corporation Commissioner
President of U.S. Jaycees (U.S. Junior Chamber of Commerce)
Director, AZ Department of Insurance

PRIVACY POLICY

PAID FOR BY ARIZONA COALITION FOR AFFORDABLE ENERGY. NOT AUTHORIZED BY ANY CANDIDATE OR CANDIDATE'S COMMITTEE. WWW.RELIABLEENERGYAZ.ORG

Message

From: Guldner, Jeff B [Jeff.Guldner@aps.com]
Sent: 7/25/2016 8:55:38 PM
To: Pacheco, Jessica M [Jessica.Pacheco@pinnaclewest.com]
Subject: RE: Mayes

We may want to pivot to taking the pledge and shifting back to SC's commitment that they wouldn't play in the races if everyone else stays out. It would also help set up the interesting dynamic that Burns, Mundell and Chabin are the only candidates taking outside support but that are then preaching against it.

-----Original Message-----

From: Pacheco, Jessica M
Sent: Monday, July 25, 2016 1:54 PM
To: Guldner, Jeff B
Subject: Mayes

Kris Mayes told Wendy she (SC) are supporting Burns, Chabin and Mundell. No surprise. TV buy is still on the books.

Message

From: Lockwood, Barbara D [Barbara.Lockwood@aps.com]
Sent: 9/3/2016 4:17:00 AM
To: Pacheco, Jessica M [Jessica.Pacheco@pinnaclewest.com]
Subject: RE: Campaign video by Chabin and Mundell

Yes, we are.

From: Pacheco, Jessica M
Sent: Friday, September 02, 2016 8:59:53 PM
To: Lockwood, Barbara D
Subject: Re: Campaign video by Chabin and Mundell

Please see my response to his...I fear we are falling into the same patten as last time.

On Sep 2, 2016, at 8:57 PM, Lockwood, Barbara D <Barbara.Lockwood@aps.com> wrote:

Not sure he understands why we are responding/should respond?

From: Pacheco, Jessica M
Sent: Friday, September 02, 2016 8:10:38 PM
To: Hatfield, John S
Cc: Guldner, Jeff B; Lockwood, Barbara D; Pittman, Hal; Langbaum, Kevin; McDonald Jr, James E
Subject: Re: Campaign video by Chabin and Mundell

I have a couple of questions/thoughts to help direct our efforts. I am working off my phone so bare with me.

In the first paragraph I would like to state (if we can) they have disqualified themselves from being commissioners. Or say something along the lines of they don't understand the role or the duties and are well on their way to disqualifying themselves. If possible I would like to refer to them as the D candidates and not by name. If we promote our response I want to give them as little name ID as possible.

I would like for us to respond in an aggressive legal fashion. It will use up campaign resources and attention. It's obvious they are being a salacious as possible to get media attention because they have limited resources. One of my concerns is SC going up on TV with something similar. I don't think any of the stations would run such an ad, but we need to prepared to respond legally.

On Sep 2, 2016, at 6:57 PM, Hatfield, John S <John.Hatfield@aps.com> wrote:

Chabin and Mundell have posted a campaign video. You can see it here:

<https://youtu.be/eV7PGrFI1CQ>

Attached below is a transcript for convenience, as well as a fact check we have drafted to post on <http://azenergyfuture.com> and promote on social. We don't want to engage them in a debate but we shouldn't let bad facts go uncorrected.

Please take a look and comment ASAP. I'd like Don to see this but I'd like to have your thoughts first. I'm keeping the review list small in the interest of speed.

Thanks!

John

Sent from my iPhone

Begin forwarded message:

From: "Langbaum, Kevin" <Kevin.Langbaum@aps.com>
To: "Hatfield, John S" <John.Hatfield@aps.com>; "McDonald Jr, James E" <James.McDonald@aps.com>; "Pittman, Hal" <Hal.Pittman@aps.com>
Subject: chabin mundell ad and response.doc

Here is John's text with the transcribed excerpts. I made a few minor changes to the text and added links to AZEF for a number of supporting materials.

Also attached is the full transcription, just in case.

<chabin mundell ad and response.doc.awsec>

<ATT00001.htm.awsec>

<chabin mundell ad transcribed.doc.awsec>

<ATT00002.htm.awsec>

APS elections responses (Mundell) – 03-09-2016

In announcing his candidacy for a seat on the Arizona Corporation Commission two weeks ago, Democrat Bill Mundell made it clear that he is running on an anti-APS platform. In fact, in the lead of his story in the Arizona Republic announcing Mundell's candidacy, Ryan Randazzo wrote that Mundell's speech made it sound as though he is "running against the state's largest utility, not the Republicans."

Mundell, who served as a Republican on the Commission from 1999 through 2008, said that his aim is to "restore integrity at the Corporation Commission by forcing APS to stay out of elections" and claimed he would not text with APS executives nor dine with them at country clubs.

We can anticipate that Mundell will attack us in an array of forms that include media interviews, protest events/speeches, campaign ads, television newsmaker programs like Sunday Square Off, election debates, letters to the Commission and other venues. We will be asked to comment as APS. What follows details the tone and substance of our potential responses.

APS approach and messages

We do not intend to make attacks on Mundell which could inadvertently provide him with name recognition and bring him more attention than he merits. Instead, there will be three main messages we will use in response and multiple ways in which we will use them:

- ∞ **Message 1:** By running "against APS," he prejudices himself from taking part in any Corporation Commission proceeding that includes APS.

Statement: "Mr. Mundell has said he is campaigning 'against APS' and all utilities. His claims against APS are intentionally misleading, and his political assault on a company he would be called upon to regulate if elected seriously calls into question whether Mr. Mundell could serve as an impartial regulator."

If he opens the door, we can position Mundell as the 2016 version of Vernon Parker and Lucy Mason, who also ran on an anti-APS platform. At that point, we will transition to Messages 2 and 3.

- ∞ **Message 2:** Mundell's actions on behalf of a few rooftop leasing companies are clearly against the best interests of the 98 percent of APS customers who today do not have rooftop solar but are paying the bill for those that do. His policy positions will result in higher rates for more than a million of our customers and higher profits for SolarCity, Sunrun and a handful of other rooftop leasing companies.

Statement: "The highly politicized environment we face today is a product of flawed policies that a few out-of-state rooftop leasing companies have perpetuated. Their efforts include enlisting Mr. Mundell to lobby for the rooftop solar special interests over the interests of regular Arizonans, who can't afford private solar systems on their roofs, but who are paying for those systems anyway through flawed policy that Mr. Mundell helped create."

- ∞ **Message 3:** TASC/TUSK are deeply involved and deeply hypocritical. They are supporting Mundell just as they supported/funded Lucy Mason and Vernon Parker while at the same time creating a false campaign issue against a company doing nothing more than looking out for the best interests of its customers. It is ironic that Mr. Mundell is attacking APS for standing up for 98 percent of its customers who will otherwise be paying higher bills.

Statement: "Mr. Mundell is not just running against APS; by running as the TASC candidate, he wants 98 percent of Arizona utility customers to pay higher bills to support higher profits for his political backers."

If asked:

How is Mundell different from Tom Forese and Doug Little, who are viewed as APS-backed candidates?

"Neither Forese nor Little ran on an anti-solar platform. They promised to seek the best energy policy for Arizona. Their actions from the bench to date have demonstrated their impartiality. Mundell, on the other hand, has made it clear that his disdain for APS is so great that it calls into question his ability to be impartial and fair as a regulator."

Draft 3/political

Message

From: Pacheco, Jessica M [Jessica.Pacheco@pinnaclewest.com]
Sent: 9/3/2016 3:11:06 AM
To: Loquvam, Thomas A [Thomas.Loquvam@pinnaclewest.com]
Subject: Fwd: Campaign video by Chabin and Mundell

Begin forwarded message:

From: "Pacheco, Jessica M" <Jessica.Pacheco@pinnaclewest.com>
Date: September 2, 2016 at 8:10:38 PM MST
To: "Hatfield, John S" <John.Hatfield@aps.com>
Cc: "Guldner, Jeff B" <Jeff.Guldner@aps.com>, "Lockwood, Barbara D" <Barbara.Lockwood@aps.com>, "Pittman, Hal" <Hal.Pittman@aps.com>, "Langbaum, Kevin" <Kevin.Langbaum@aps.com>, "McDonald Jr, James E" <James.McDonald@aps.com>
Subject: Re: Campaign video by Chabin and Mundell

I have a couple of questions/thoughts to help direct our efforts. I am working off my phone so bare with me.

In the first paragraph I would like to state (if we can) they have disqualified themselves from being commissioners. Or say something along the lines of they don't understand the role or the duties and are well on their way to disqualifying themselves. If possible I would like to refer to them as the D candidates and not by name. If we promote our response I want to give them as little name ID as possible.

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Thanks!

John

Sent from my iPhone

Begin forwarded message:

From: "Langbaum, Kevin" <Kevin.Langbaum@aps.com>
To: "Hatfield, John S" <John.Hatfield@aps.com>, "McDonald Jr, James E" <James.McDonald@aps.com>, "Pittman, Hal" <Hal.Pittman@aps.com>
Subject: chabin mundell ad and response.doc

Here is John's text with the transcribed excerpts. I made a few minor changes to the text and added links to AZEF for a number of supporting materials.

Also attached is the full transcription, just in case.

<chabin mundell ad and response.doc.awsec>
<ATT00001.htm.awsec>
<chabin mundell ad transcribed.doc.awsec>
<ATT00002.htm.awsec>

Message

From: Sara Mueller [sara@smstrategiesllc.com]
Sent: 10/25/2016 11:35:20 PM
To: Doug Goodyear [dgoodyear@ddlgroup.com]; Pacheco, Jessica M [Jessica.Pacheco@pinnaclewest.com]
Subject: Cavalry creative for launch

USE CAUTION - EXTERNAL SENDER:(sara@smstrategiesllc.com)

Do not click on links or open attachments that are not expected.

For questions or concerns, please email the APS Cyber Defense Center team at ACDC@adsc.com or contact the APS Helpdesk.

Goodyear & Jessica —

The purpose of this email is to obtain approval for digital ad creative.

Here's the video, unlisted on youtube: https://www.youtube.com/watch?v=Sup_nA8cark

Facebook page on which posts would be loaded for advertising within Facebook (all other ads will link to landing page approved this AM): <https://www.facebook.com/AZforReliableElectricity/?fref=ts>

And I've attached search, Facebook, and Display creative for approval. Once the display is approved, Cavalry will resize to all the different dimensions required for different websites.

All ad campaigns are built out on the back end so we are ready to "press play" to target GOP voters upon creative approval.

Thank you,
Sara

DUNN, BURNS, & TOBIN

FOR ARIZONA CORPORATION COMMISSION

LEARN MORE



Vote Dunn, Burns, & Tobin - for AZ Corporation Commission
www.votedunburnstobin.com

They'll work to keep electricity costs low & support clean, sustainable energy.



AZ Coalition for Reliable Electricity
 Sponsored by

Vote for Boyd Dunn, Bob Burns, and Andy Tobin for Arizona Corporation Commission. They'll work to keep electricity costs low and support clean, sustainable energy.



Vote Boyd Dunn, Bob Burns, and Andy Tobin

They'll work to keep electricity costs low and support clean, sustainable energy.

www.votedunburnstobin.com

[Learn More](#)

Vote Dunn, Burns, & Tobin - for AZ Corporation Commission

www.votedunburnstobin.com

They'll represent Arizona's taxpayers, not out-of-state special interests.



AZ Coalition for Reliable Electricity
 Sponsored by

Vote for Boyd Dunn, Bob Burns, and Andy Tobin for Arizona Corporation Commission. They'll represent Arizona's taxpayers, not out-of-state special interests.



Vote Boyd Dunn, Bob Burns, and Andy Tobin

They'll represent Arizona's taxpayers, not out-of-state special interests.

www.votedunburnstobin.com

[Learn More](#)

Message

From: Pacheco, Jessica M [Jessica.Pacheco@pinnaclewest.com]
Sent: 10/21/2016 9:45:10 PM
To: Guldner, Jeff B [Jeff.Guldner@aps.com]
Subject: Fwd: Draft media budget
Attachments: AZ Media budget for ACRE.xlsx; ATTO0001.htm

FYI

Begin forwarded message:

From: Doug Goodyear <dgoodyear@dcigroup.com>
Date: October 21, 2016 at 2:21:20 PM MST
To: "Jessica.Pacheco@pinnaclewest.com" <Jessica.Pacheco@pinnaclewest.com>
Subject: Draft media budget

USE CAUTION - EXTERNAL SENDER: (dgoodyear@dcigroup.com)

Do not click on links or open attachments that are not expected.

For questions or concerns, please email the APS Cyber Defense Center team at
ACDC@apsc.com <<mailto:ACDC@apsc.com>>
or contact the APS Helpdesk.

Sorry to be sending you stuff piece-meal.

Just giving you a sense of where we're headed



TBD
Arizona General Election
Media Plan

State	DMA	% of DMA		Creative					TOTALS		
					10/25-10/31		11/1-11/8				
		% of TV	In State		GRPs/Wks	Gross Cost	GRPs/Wks	Gross Cost	GRPs/Wks	Gross Cost	Market Total
AZ	Phoenix	78%	100%								
	Broadcast (A35+)			:30	1500	#REF!	1500	\$735,000	3000	#REF!	#REF!
	Cable (200 points / 12+ Networks)			:30	1	#REF!	1	#REF!	2	#REF!	
	Radio Phoenix-Flagstaff Metro (5-6 Stations 28-32x)			:60	1	#REF!	1	#REF!	2	#REF!	
	Radio Phoenix Outer (9-11 Stations 28-32x)			:60	1	#REF!	1	#REF!	2	#REF!	
	Tucson	18%	100%								
	Broadcast (A35+)			:30	1200	#REF!	1200	#REF!	2400	#REF!	#REF!
	Cable (200 points / 12+ Networks)			:30	1	#REF!	1	#REF!	2	#REF!	
	Radio Tucson Metro (5-6 Stations 28-32x)			:60	1	#REF!	1	#REF!	2	#REF!	
	Yuma-El Centro	3%	56%								
	Broadcast (A35+)			:30	600	#REF!	600	#REF!	1200	#REF!	#REF!
	Cable (200 points / 12+ Networks)			:30	1	#REF!	1	#REF!	2	#REF!	
	Radio Yuma Outer (3-4 Stations 28-32x)			:60	1	#REF!	1	#REF!	2	#REF!	
	Albuquerque	1%	2%								
	Broadcast (A35+)			:30	0	#REF!	0	#REF!			
	Cable (50-75 points / 4-7 Nets 28-36x)			:30	0	#REF!	0	#REF!			
	Radio			:60	0	#REF!	0	#REF!			
	Statewide Addressable Satellite										
	2016 Likely General Voters (4 Frequency)			:30	1	#REF!	1	#REF!	2	#REF!	#REF!
	1.3m Impressions Weekly										
TOTALS						#REF!		#REF!			#REF!

Message

From: Larry McCarthy [mccarthy@mhmediadc.com]
Sent: 10/24/2016 4:31:38 PM
To: Pacheco, Jessica M [Jessica.Pacheco@pinnaciewest.com]; Jessica Pacheco [jpachecos@gmail.com]; Doug Goodyear [dgoodyear@dcigroup.com]
CC: Miles Martin [miles@mhmediadc.com]; Eileen Prugh [Eileen@mhmediadc.com]; Dave Whalen [whalen@mhmediadc.com]
Subject: Compressions of TV Spot
Attachments: AZCRE16TV01H Sustainable-LRG.mov

USE CAUTION - EXTERNAL SENDER: (mccarthy@mhmediadc.com)

Do not click on links or open attachments that are not expected.

For questions or concerns, please email the APS Cyber Defense Center team at ACDC@apsc.com <<mailto:ACDC@apsc.com>> or contact the APS Helpdesk.

If you want compressions of TV spot, a 9 MB version is attached

Best quality version is the 61 MB version which can be downloaded at link below

Doug, if you are with Jessica, pls make sure she knows this has gone to both of her email addresses

<https://www.hightail.com/download/cUJYaUNJNHZ0TWswTWNuQw>

AZ Coalition for Reliable Electricity

Top-line

- The Arizona Coalition for Reliable Electricity formed to support candidates who share our belief in the critical importance of reliable, secure and affordable energy for Arizona consumers.
- A mix of reliable, affordable energy sources - including solar - is essential to support a growing state and the new jobs our economy requires.
- Our Coalition's formation is an unfortunate but necessary response to the actions of extremist, rooftop-solar-only groups.
- These fringe entities are attempting a multimillion-dollar hostile takeover of the Arizona Corporation Commission to benefit their narrow financial interests
- Their mission is clear: to re-write the rules for the sole benefit of out-of-state solar leasing corporations - larding incentives on top of taxpayer giveaways ... and all of it at the expense of Arizona families and ratepayers.
- As the Arizona Coalition for Reliable Electricity, we will work to make sure voters understand all that is at stake in this election and which candidates will protect them.

Q&A

- Q. Why is APS/Pinnacle West getting involved in the 2016 races now?
- A. Out-of-state special interests are spending millions to influence voters in these races for Corporation Commission. Before Arizona voters cast a ballot, we want to make sure they have the facts and understand how these decisions may impact their energy costs.
- Q. Pinnacle West has already given \$1M to the Coalition, the first of what may be multiple contributions. Do they view this as a good investment in light of the pending rate case?
- A. Why is SolarCity spending millions in this campaign? Their large-scale layoffs and plummeting stock point to a company desperate to install members on the Commission who will prop-up their failing business model. The Arizona Coalition for Reliable Electricity exists to make sure voters are aware of this reality.
- Q. Is APS/Pinnacle West trying to 'buy' a regulatory body most likely to approve its rate case over the next year?

307 East Royal Palm Road Phoenix, Arizona 85020 (602) 451-

Paid for by AZ Coalition for Reliable Electricity, sponsored by Pinnacle West Capital Corporation, with major funding from Pinnacle West Capital Corporation.
Not authorized by any candidate or candidate's campaign committee.

A. Pinnacle West is engaged in constitutionally-protected free speech, no different than Solar City and other entities with business before the Arizona Corporation Commission. Affordable energy advocates cannot unilaterally disarm in the face of out-of-state special interests that are spending millions of dollars on these races.

Q. Didn't APS/Pinnacle West pledge to stay out of Corporation Commission races in '16?

A. Pinnacle West would never forfeit its constitutional rights to participate in the election process, but did not intend to engage in the 2016 Corporation Commission races. However, it became clear we could not sit on the sidelines in the face of a multimillion-dollar spending blitz by special interests that would have the Commission carve out giveaways for solar at the expense of Arizona families. Solar City however did make that pledge.

Q. Why is your Coalition advocating for the three Republicans (including Bob Burns) and against the Democrats?

A. Energy is not a partisan issue. But, unfortunately, the two Democratic candidates have made it clear with their own misleading statements and extreme campaign rhetoric that they could not be impartial as members of the Corporation Commission. We may not agree with Bob Burns, Andy Tobin and Boyd Dunn every time on every issue, but we know they would at least provide a fair hearing of the issues.

Q. How much does APS/Pinnacle West intend to spend between now and Election Day, and on what forms of advertising?

A. The Coalition will spend what we believe is necessary to inform voters in these races. Obviously, broadcast spots will be central to this effort ... but we are not disclosing further details about campaign strategy at this time.

Q. Why is APS/Pinnacle West disclosing its campaign spending in 2016, whereas the utility has never acknowledged its spending during the 2014 cycle?

A. Pinnacle West is being fully transparent in its constitutionally-protected campaign activities. The Arizona Coalition for Reliable Energy is a new entity, and I cannot speak to what did or did not occur during the 2014 cycle.

Message

From: Pacheco, Jessica M [/O=APS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Z61293]
Sent: 10/24/2016 3:29:07 PM
To: Guldner, Jeff B [Jeff.Guldner@aps.com]
Subject: FW: Revised Radio Script
Attachments: AZCRE16R01 Power RADIO REV LM.docx

Radio script

From: Larry McCarthy [mailto:mccarthy@mhmediadc.com]
Sent: Monday, October 24, 2016 8:26 AM
To: Pacheco, Jessica M; Jessica Pacheco; Doug Goodyear
Cc: Miles Martin; Eileen Prugh; Dave Whalen
Subject: Revised Radio Script

USE CAUTION - EXTERNAL SENDER:(mccarthy@mhmediadc.com)

Do not click on links or open attachments that are not expected.

For questions or concerns, please email the APS Cyber Defense Center team at ACDC@apsc.com or contact the APS Helpdesk.

See attached – edit under Track Changes

AZ COALITION FOR RELIABLE ELECTRICITY RADIO :60 - "POWER REV LM OCT
24 11:15 AM EDT

ANNOUNCER:
What powers Arizona?

Clean, affordable energy. With it, we power Arizona's future.

That's why Boyd Dunn, Bob Burns, and Andy Tobin are running for Arizona Corporation Commission.

They're Arizona's Sustainable Solar Team.

Dunn, Burns, and Tobin will work to keep electricity costs low for all Arizonans. And they'll support advanced sources of energy like solar that are clean and sustainable.

Dunn, Burns, and Tobin know that Arizona's power grid must be reliable and secure.

And they'll fight to protect Arizona consumers and taxpayers, not out-of-state special interests.

Vote for Arizona's Sustainable Solar Team:

Boyd Dunn, Bob Burns, and Andy Tobin...

... for Corporation Commission.

Paid for by Arizona Coalition for Reliable Electricity, sponsored by Pinnacle West Capital Corporation, with major funding from Pinnacle West Capital Corporation. Not authorized by any candidate or candidate's campaign committee.

Message

From: Pacheco, Jessica M [/O=APS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Z61293]
Sent: 10/24/2016 2:57:29 PM
To: Guldner, Jeff B [Jeff.Guldner@aps.com]
Subject: FW: AZCRE Sustainable cut38
Attachments: AZCRE Sustainable cut38.mov

Final

From: Larry McCarthy [mailto:mccarthy@mhmediadc.com]
Sent: Sunday, October 23, 2016 2:50 PM
To: Pacheco, Jessica M; Doug Goodyear
Cc: Dave Whalen; Eileen Prugh; Miles Martin
Subject: FW: AZCRE Sustainable cut38

USE CAUTION - EXTERNAL SENDER: (mccarthy@mhmediadc.com)

Do not click on links or open attachments that are not expected.

For questions or concerns, please email the APS Cyber Defense Center team at ACDC@apsc.com or contact the APS Helpdesk.

Changes to this version:

1. keeps the opening shot totally during nighttime to avoid any haze issues
2. inserts an AZ wind turbine shot to replace 1 solar panel shot

pls review and comment

Message

From: Doug Goodyear [dgoodyear@dcigroup.com]
Sent: 10/24/2016 12:29:51 AM
To: Pacheco, Jessica M [Jessica.Pacheco@pinnaclewest.com]
CC: mccarthy@mhmediadc.com; whalen@mhmediadc.com; Eileen@mhmediadc.com; miles@mhmediadc.com
Subject: Re: AZCRE Sustainable cut38

I just sent an email to the broader team for legal and other purposes.

On 10/23/16, 5:13 PM, "Doug Goodyear" <dgoodyear@dcigroup.com> wrote:

No, I have no changes.

I believe we're good to go

How best do we circulate to legal people and ensure disclaimer passes muster, plus the notification of candidates occurs within the law?

> On Oct 23, 2016, at 4:53 PM, "Jessica.Pacheco@pinnaclewest.com" <Jessica.Pacheco@pinnaclewest.com> wrote:

>

> Larry,

>

> I think this ad works. Doug, do you have any suggested changes??

>

> On Oct 23, 2016, at 2:51 PM, Larry McCarthy <mccarthy@mhmediadc.com<mailto:mccarthy@mhmediadc.com>> wrote:

>

>

>

> USE CAUTION - EXTERNAL SENDER:(mccarthy@mhmediadc.com<mailto:mccarthy@mhmediadc.com>)

>

> Do not click on links or open attachments that are not expected.

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> For questions or concerns, please email the APS Cyber Defense Center team at ACDC@apsc.com<mailto:ACDC@apsc.com>

> or contact the APS Helpdesk.

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> 2. inserts an AZ wind turbine shot to replace 1 solar panel shot

>

> pls review and comment

> <AZCRE Sustainable cut38.mov.awsec>

> — NOTICE —

>

> This message is for the designated recipient only and may contain confidential, privileged or proprietary information. If you have received it in error, please notify the sender immediately and delete the original and any copy or printout. Unintended recipients are prohibited from making any other use of this e-mail. Although we have taken reasonable precautions to ensure no viruses are present in this e-mail, we accept no liability for any loss or damage arising from the use of this e-mail or attachments, or for any delay or errors or omissions in the contents which result from e-mail transmission.

>

Message

From: Pacheco, Jessica M [Jessica.Pacheco@pinnaclewest.com]
Sent: 10/22/2016 4:33:39 PM
To: Brandt, Donald E [Donald.Brandt@pinnaclewest.com]
Subject: Re: Announcement plan for ACRE

It should hit the IE back account on Monday AM. I will make sure you know prior to any disclosure made.

> On Oct 22, 2016, at 9:25 AM, Brandt, Donald E <Donald.Brandt@pinnaclewest.com> wrote:

>

> Is the initial funding in yet?

>

> ----- Original Message -----

> From: Pacheco, Jessica M

> Sent: Saturday, October 22, 2016 09:22 AM

> To: Brandt, Donald E

> Subject: Re: Announcement plan for ACRE

>

> I think it's a good plan.

>

>> On Oct 22, 2016, at 9:04 AM, Brandt, Donald E <Donald.Brandt@pinnaclewest.com> wrote:

>>

>> Any perspective you would like me to hear?

>>

>> ----- Original Message -----

>> From: Hatfield, John S

>> Sent: Saturday, October 22, 2016 8:56 AM

>> To: Brandt, Donald E; Schiavoni, Mark A; Falck, David P; Guldner, Jeff B; Pacheco, Jessica M

>> Subject: Announcement plan for ACRE

>>

>> Hello all.

>>

>> Based on the conversations we had yesterday about how and when we announce the launch of ACRE, here's our plan. This represents the shared thinking of Jeff, Jessica and me. Please give it a close review, look for holes, and let me know what you think.

>>

>> Everyone on this email has now provided feedback on the statement and we have made those changes. Due to a quirk of our email system I'll send the final document in a separate note. Please take one more look and let me know ASAP if you have changes.

>>

>> Here's the timeline:

>>

>> Saturday:

>>

>> * Jeff will send the statement to officers with a cover note explaining the roll-out plan. He will solicit their questions, and we'll answer whatever we can, so they feel prepared to share the announcement with their people.

>>

>> * If we get media questions about ACRE over the weekend, we release the statement to the reporter who asked the question, and send it to our beat reporters. The statement would be attributed to Pinnacle West (in other words, not to a member of our media relations team).

>>

>> * If we need to issue the statement over the weekend, we give officers the green light to share the news with their leadership teams immediately, so at least our directors and senior managers won't learn about ACRE through the media.

>>

>> Monday (assuming ACRE is not public)

>>

>> * Officers talk with their leadership teams beginning first thing in the morning, encouraging them to cascade the information to their own direct reports as soon as practical. They are free to share the statement as a resource.

>>

>> * Send a Corporate News to our employees mid- to late morning. The language would be identical to our statement. Give them a place to send questions and answer those we can (which may not be many).

>>

>> * Send the statement to our beat reporters mid-day to early afternoon. There is little chance we will make it through the day

without the news breaking. We have a good statement. Let's use it, and tell our story ourselves, so we aren't in a reactive mode from the very beginning.

>>

>> Questions, comments or concerns?

>>

>> Thanks,

>>

>> John

>>

>> Sent from my iPhone

Message

From: Doug Goodyear [dgoodyear@dcigroup.com]
Sent: 10/22/2016 3:39:35 PM
To: Pacheco, Jessica M [Jessica.Pacheco@pinnadewest.com]
Subject: Matt Benson is on board

USE CAUTION - EXTERNAL SENDER:(dgoodyear@dcigroup.com)

Do not click on links or open attachments that are not expected.

For questions or concerns, please email the APS Cyber Defense Center team at ACDC@apsc.com <<mailto:ACDC@apsc.com>> or contact the APS Helpdesk.

He's already largely familiar with the issue and is starting to draft talking points for media inquiries on Monday

It's a 1-time fee of \$25K to Veridus for the duration - starting today and going through whatever campaign filing reports need to be filed (early December?)

Obviously the heavy lifting will be for the next 2-1/2 weeks and perhaps in the immediate aftermath of the election

Anyplace you can steer me that helps catalogue all the way Solar City has spent money this cycle and all the things they've done would be helpful. If not I've got a research team already working it...

0427 ACRE Corporate Commission Live Advo Topline

		10/22/2016	10/23/2016
42,268	Completes	42,268	0
42,268	Delivered Message To Live Person	42,268	
3,192	Wrong/Bad Numbers	3,192	
31.96%	List Penetration		
142,222	Data Loads	142,222	

Message

From: Doug Goodyear [dgoodyear@dcigroup.com]
Sent: 10/22/2016 3:58:29 PM
To: Pacheco, Jessica M [Jessica.Pacheco@pinnaclewest.com]
Subject: Re: Matt Benson is on board

Excellent

Thank you.

> On Oct 22, 2016, at 8:58 AM, "Jessica.Pacheco@pinnaclewest.com" <Jessica.Pacheco@pinnaclewest.com> wrote:

>

> I just spoke with Larry. He is good re b roll.

>

>> On Oct 22, 2016, at 8:56 AM, Doug Goodyear <dgoodyear@dcigroup.com> wrote:

>>

>>

>> Got it

>>

>> Thank you

>>

>>

>> On 10/22/16, 8:53 AM, "Jessica.Pacheco@pinnaclewest.com" <Jessica.Pacheco@pinnaclewest.com> wrote:

>>

>> Great. I am sending you background

>>

>>> On Oct 22, 2016, at 8:39 AM, Doug Goodyear <dgoodyear@dcigroup.com> wrote:

>>>

>>>

>>> USE CAUTION - EXTERNAL SENDER:(dgoodyear@dcigroup.com)

>>>

>>> Do not click on links or open attachments that are not expected.

>>>

>>> For questions or concerns, please email the APS Cyber Defense Center team at ACDC@apsc.com <mailto:ACDC@apsc.com>

>>> or contact the APS Helpdesk.

>>>

>>>

>>>

>>> He's already largely familiar with the issue and is starting to draft talking points for media inquiries on Monday

>>>

>>> It's a 1-time fee of \$25K to Veridus for the duration - starting today and going through whatever campaign filing reports need to be filed (early December?)

>>>

>>> Obviously the heavy lifting will be for the next 2-1/2 weeks and perhaps in the immediate aftermath of the election

>>>

>>> Anyplace you can steer me that helps catalogue all the way Solar City has spent money this cycle and all the things they've done would be helpful. If not I've got a research team already working it...

>> -- NOTICE --

>>

>> This message is for the designated recipient only and may contain confidential, privileged or proprietary information. If you have received it in error, please notify the sender immediately and delete the original and any copy or printout. Unintended recipients are prohibited from making any other use of this e-mail. Although we have taken reasonable precautions to ensure no viruses are present in this e-mail, we accept no liability for any loss or damage arising from the use of this e-mail or attachments, or for any delay or errors or omissions in the contents which result from e-mail transmission.

>>

>>

>>

Earlier this week, Tom Chabin and Bill Mundell released a [[HYPERLINK "https://t.co/jBljSOM30w"](https://t.co/jBljSOM30w)] for the Arizona Corporation Commission. Candidates for the ACC often refrain from taking positions on cases they will be called upon to decide if they win, out of concern they will be perceived as prejudiced before they hear the facts. Mr. Chabin and Mr. Mundell have taken a different approach. The video makes several claims about our rate review proposal that are misleading and in many cases factually wrong. We'd like to set the record straight for APS customers who may be needlessly concerned.

Excerpt: Paying an electric bill shouldn't force anyone to choose between basic necessities like medicine and food, or keeping their air conditioning on. Yet under a new pricing scheme being proposed to the Corporation Commission by Arizona Public Service and other utilities across the state, that is exactly what will happen. If approved, your basic electric bill will skyrocket.

Will rates really "skyrocket" under the APS proposal?

Voters can judge if the rhetoric here is misleading. APS rates have increased by [[HYPERLINK "http://www.azenergyfuture.com/getmedia/c19abe5a-2274-459a-bfee-9f3b3bf81ae6/1602021_Stable-Prices-Fact-Sheet_FL3.pdf?ext=.pdf"](http://www.azenergyfuture.com/getmedia/c19abe5a-2274-459a-bfee-9f3b3bf81ae6/1602021_Stable-Prices-Fact-Sheet_FL3.pdf?ext=.pdf)] over the last 20 years. In this rate review, our first in five years, our proposal would increase residential rates by just under 8 percent. The [[HYPERLINK "http://www.azenergyfuture.com/getmedia/5dfeff88-0c34-4000-9eeb-a33c188f656b/Rate-Review-Summary-for-Residential_Web.pdf?ext=.pdf"](http://www.azenergyfuture.com/getmedia/5dfeff88-0c34-4000-9eeb-a33c188f656b/Rate-Review-Summary-for-Residential_Web.pdf?ext=.pdf)] bill would increase by \$11.

Would the APS proposal really make customers choose between electricity and necessities like medicine and food?

Voters can decide if this rhetoric is a scare tactic. Recognizing that not all customers have shared in Arizona's economic recovery, we have proposed a special rate for customers with lower usage, and a 35 percent increase in funding for [[HYPERLINK "http://www.azenergyfuture.com/getmedia/0da8f0e1-6c89-4297-852c-ee50baf08a47/Limited-Income-Fact-Sheet_Web.pdf?ext=.pdf"](http://www.azenergyfuture.com/getmedia/0da8f0e1-6c89-4297-852c-ee50baf08a47/Limited-Income-Fact-Sheet_Web.pdf?ext=.pdf)].

Excerpt: To make matters worse, a new fee of up to \$265 per month would be tacked on top of that.

Are the fees described in the video really new?

No. Customer rates that include a "[[HYPERLINK "http://www.azenergyfuture.com/rate-review/demand-rates/"](http://www.azenergyfuture.com/rate-review/demand-rates/)]" are not new; they've been around since 1981 and more than 120,000 customers are already on them.

Are they "tacked on" in addition to existing rates?

No. When a customer goes on a demand rate, they [[HYPERLINK "http://www.azenergyfuture.com/getmedia/0fe0cdab-11ae-4025-b1af-865a0ffefbef/Demand-Rates-More-Ways-to-Save-pie-charts.pdf?ext=.pdf"](http://www.azenergyfuture.com/getmedia/0fe0cdab-11ae-4025-b1af-865a0ffefbef/Demand-Rates-More-Ways-to-Save-pie-charts.pdf?ext=.pdf)] of electricity they use. Most customers switching to a demand rate would see little difference in their monthly bills, even if they do not take advantage of the [[HYPERLINK "http://www.azenergyfuture.com/getmedia/1225df58-69f2-4ed4-a662-89ff746df496/Demand_Rate_customer_save_Infographic_web.pdf?ext=.pdf"](http://www.azenergyfuture.com/getmedia/1225df58-69f2-4ed4-a662-89ff746df496/Demand_Rate_customer_save_Infographic_web.pdf?ext=.pdf)] created by demand rates.

If most customers would see little difference in their bill, where did the \$265 figure come from?

We have no idea. It has no basis in what we have proposed to the ACC.

Paying an electric bill shouldn't force anyone to choose between basic necessities like medicine and food, or keeping their air conditioning on. Yet under a new pricing scheme being proposed to the Corporation Commission by Arizona Public Service and other utilities across the state, that is exactly what will happen. If approved, your basic electric bill will skyrocket. To make matters worse, a new fee of up to \$265 per month would be tacked on top of that. That's not just wrong, it's dangerous. We need commissioners that are looking out for us – not the profits of big utility companies. Bill Mundell and Tom Chabin are running to protect the consumers of Arizona. Let's restore our power to the Arizona Corporation Commission this year. Vote for Tom Chabin and Bill Mundell.

Message

From: Pittman, Hal [Hal.Pittman@aps.com]
Sent: 10/11/2016 9:37:54 PM
To: Guldner, Jeff B [Jeff.Guldner@aps.com]; Loquvam, Thomas A [Thomas.Loquvam@pinnaclewest.com]; McDonald Jr, James E [James.McDonald@aps.com]; Hatfield, John S [John.Hatfield@aps.com]; Bernosky, Gregory L [Gregory.Bernosky@aps.com]; Pacheco, Jessica M [Jessica.Pacheco@pinnaclewest.com]; Lockwood, Barbara D [Barbara.Lockwood@aps.com]; Langbaum, Kevin [Kevin.Langbaum@aps.com]; Stewart, Anna [Anna.Stewart@aps.com]
Subject: RE: Solar City dark money on Twitter

Jeff - We will work it on deep background. We are already looking at the issue of Kris Mayes not reporting all contributions.

From: Guldner, Jeff B
Sent: Tuesday, October 11, 2016 1:45 PM
To: Loquvam, Thomas A; McDonald Jr, James E; Pittman, Hal; Hatfield, John S; Bernosky, Gregory L; Pacheco, Jessica M; Lockwood, Barbara D; Langbaum, Kevin; Stewart, Anna
Subject: RE: Solar City dark money on Twitter

Communications folks, you might use the contrast that SCTY IEs are basically hiding the spend in multiple vehicles while being clearly aggressive and focused on the Corp Comm races specifically, assuming we get challenged on our GOTV effort which is a contribution to a Senator McCain superPAC (not an IE) and not specifically targeted at the ACC election. It would be the height of irony for the media to continue to brush aside the SCTY spending and jump on ours (but I expect that's what will happen).

From: Loquvam, Thomas A
Sent: Tuesday, October 11, 2016 1:34 PM
To: McDonald Jr, James E; Pittman, Hal; Hatfield, John S; Bernosky, Gregory L; Guldner, Jeff B; Pacheco, Jessica M; Lockwood, Barbara D; Langbaum, Kevin; Stewart, Anna
Subject: RE: Solar City dark money on Twitter

The note says that SC spent \$2,120? Um, is that in \$000's?

From: McDonald Jr, James E
Sent: Tuesday, October 11, 2016 1:20 PM
To: Pittman, Hal; Hatfield, John S; Bernosky, Gregory L; Guldner, Jeff B; Pacheco, Jessica M; Lockwood, Barbara D; Loquvam, Thomas A; Langbaum, Kevin; Stewart, Anna
Subject: Solar City dark money on Twitter

Interesting from Evan.



Evan Wyloge

1 hr
Twitter

and @Mundell4CorpCom.



Evan Wyloge on Twitter

"#DarkMoney spending in @CorpCommAZ race, aimed at helping @Chabin4CorpCom and @rburnsazt, coming from @solarcity. <https://t.co/LgON7BAV1e>"
TWITTER.COM/EVANWYLOGE/STA.



Evan Wyloge

2 hrs
Twitter

#DarkMoney spending in @CorpCommAZ race, aimed at helping @Chabin4CorpCom and @rburnsazt, coming from @solarcity.



AZ Dark Money Bot on Twitter

".@solarcity spent \$2,120 to help elect Tom Chabin (@Chabin4CorpCom) in #@CorpCommAz race on 10/10 <https://t.co/LgGMg8S50X>"
TWITTER.COM/AZDARKMONEYBOT...

Message

From: Joseph Kubalek [jkubalek@drghq.com]
Sent: 10/24/2016 6:04:49 PM
To: Doug Goodyear [dgoodyear@dcigroup.com]; Pacheco, Jessica M [Jessica.Pacheco@pinnaclewest.com]
CC: Sara Mueller (sara@smstrategiesllc.com) [sara@smstrategiesllc.com]; Jack Padovano [jpadovano@drghq.com]; Samantha Timlick [stimlick@drghq.com]; Katherine Campbell [kcampbell@drghq.com]
Subject: RE: 0427 ACRE Corporate Commission Live Advo Topline

USE CAUTION - EXTERNAL SENDER: (jkubalek@drghq.com)

Do not click on links or open attachments that are not expected.

For questions or concerns, please email the APS Cyber Defense Center team at ACDC@apsc.com <<mailto:ACDC@apsc.com>> or contact the APS Helpdesk.

Confirmed and will do, sir. Pleased to "meet" you, Jessica!

Joseph Kubalek
Project Manager
C: 480-652-
O: 623-687-

-----Original Message-----

From: Doug Goodyear [mailto:dgoodyear@dcigroup.com]
Sent: Monday, October 24, 2016 11:03 AM
To: Joseph Kubalek; Jessica.Pacheco@pinnaclewest.com
Cc: Sara Mueller (sara@smstrategiesllc.com); Jack Padovano; Samantha Timlick; Katherine Campbell
Subject: Re: 0427 ACRE Corporate Commission Live Advo Topline

Joe

Our client, Jessica Pacheco, is an eager consumer of your reports.

She's included above. Please go ahead and add her to your distribution list so that there's no time lag between us receiving your report and her receiving it from one of us.

Welcome to the distribution list, Jessica!

On Oct 24, 2016, at 8:54 AM, Joseph Kubalek <jkubalek@drghq.com<<mailto:jkubalek@drghq.com>>> wrote:

Doug and Sara,

Please find the topline report for yesterday's calls attached.

After dialing the full window, we secured an additional 44,813 live connections - bringing our total completes count to 87,081 to date.

We saw calls begin to slow down later in the day as the list was further saturated, which was expected. At this point, it's safe to say we pushed this list as hard as we could to get to this point without leaving answering machine messages.

In terms of feedback, we once again heard a number of individuals indicate that they had already voted; frequency of this response seemed to be in line with what we saw Saturday. While we still are not able to precisely quantify the frequency of this feedback, it seemed that approximately 1 out of every 15-20 calls voiced this. While a vocal minority, we heard a few folks voice their frustration with this year's election in general and indicated that they either were not going to be voting at all or were not voting party lines.

Please let us know if you have any questions.

Thank you,

Joseph Kubalek
Project Manager
C: 480-652-
O: 623-687.

<0427 ACRE Corporate Commission Live Advo Topline.xls>

Message

From: Pacheco, Jessica M [/O=APS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Z61293]
Sent: 10/24/2016 5:50:45 PM
To: Guldner, Jeff B [Jeff.Guldner@aps.com]
Subject: calls

Jeff, let me know how much of this detail you want...I want to be sensitive to cluttering your inbox. Calls to date:

0427 ACRE Corporate Commission Live Advo Topline

		10/22/2016	10/23/2016
87,081	Completes	42,268	44,813
87,081	Delivered Message To Live Person	42,268	44,813
7,835	Wrong/Bad Numbers	3,192	4,643
66.74%	List Penetration		
142,222	Data Loads	142,222	

Message

From: Kevin McNeill [kevinmcneill@gmail.com]
Sent: 10/24/2016 9:13:17 PM
To: Pacheco, Jessica M [Jessica.Pacheco@pinnadewest.com]
Subject: ACC

USE CAUTION - EXTERNAL SENDER:(kevinmcneill@gmail.com)

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For questions or concerns, please email the APS Cyber Defense Center team at ACDC@apsc.com or contact the APS Helpdesk.

The freakout has begun. Although the silence so far from Chabin/Mundell suggests they were taken by surprise. They responded to the news about the Realtors almost instantly. Guessing we'll get a statement from them shortly.

https://twitter.com/Court_Rich/status/790651408580128768

I'm sure you have the vendors already lined up but if you need any help on the digital side, just let me know. Also, I'll give unsolicited advice anyway: hit Mundell / Chabin hard. I'm pretty sure that they won't respond to anything you say, will spend all their energy attacking APS and "buying the election." So you can blow them up if the hits are effective. I'd defer to whatever polling shows, but I'd guess ROC mismanagement for Mundell, and energy taxes/EPA/cap&trade etc for Chabin.

BTW, liked the statement PW put out. More diplomatic than the draft I sent :)

Kevin McNeill

Message

From: Hatfield, John S [John.Hatfield@aps.com]
Sent: 10/21/2016 11:57:13 PM
To: Brandt, Donald E [Donald.Brandt@pinnaclewest.com]; Guldner, Jeff B [Jeff.Guldner@aps.com]; Pacheco, Jessica M [Jessica.Pacheco@pinnaclewest.com]; Schiavoni, Mark A [Mark.Schiavoni@aps.com]
Subject: revised language for Monday
Attachments: 16oct21 Potential Language on ACRE.docx

Here's a revised draft incorporating Don's changes. We will use this to create talking points for officers, a story for Newslite, and an external statement.

Jeff and Jessica, please let me know if you have suggestions based on your conversations this afternoon.

Mark - your thoughts?

Thanks,

John

PNW Political Participation
Draft Language

California solar leasing companies have an enormous financial stake in issues that will be decided by the ACC next year. To protect its narrow interests, SolarCity has broken its written promise to stay out of the ACC elections, and is spending big to support its favored candidates. At stake is whether Arizona will lead in solar the right way, without driving up electricity bills for average customers; or whether those customers will pay higher and higher bills to subsidize huge profits for solar leasing companies.

With SolarCity now putting a massive infusion of spending into the campaign, we are compelled to take action. We have created an independent political effort called the Arizona Coalition for Reliable Energy to stand up for the best interests of Arizona consumers.

All we have ever asked from ACC Commissioners is that they study the issues, consider the facts, weigh the long-term impacts on all stakeholders and decide fairly. Based on the steady flow of vicious, misleading anti-APS rhetoric from the candidates funded by SolarCity, it's difficult to believe they could regulate APS or any utility impartially.

No customer money will be used for this effort, and, as always, our company will continue to follow every applicable law regarding political speech as well our own political participation policy, found on pinnaclewest.com.

[We could also add language at the end of the internal announcement encouraging our employees to get out and vote.]

Message

From: Doug Goodyear [dgoodyear@dcigroup.com]
Sent: 10/24/2016 5:28:44 PM
To: Pacheco, Jessica M [Jessica.Pacheco@pinnaclewest.com]
Subject: Fwd: 0427 ACRE Corporate Commission Live Advo Topline
Attachments: 0427 ACRE Corporate Commission Live Advo Topline.xls; ATT00001.htm

USE CAUTION - EXTERNAL SENDER:(dgoodyear@dcigroup.com)

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For questions or concerns, please email the APS Cyber Defense Center team at ACDC@apsc.com <<mailto:ACDC@apsc.com>> or contact the APS Helpdesk.

Begin forwarded message:

From: Joseph Kubalek <jkubalek@drghq.com<<mailto:jkubalek@drghq.com>>>
Date: October 24, 2016 at 8:54:36 AM MST
To: "dgoodyear@dcigroup.com<<mailto:dgoodyear@dcigroup.com>>" <dgoodyear@dcigroup.com>, "Sara Mueller (sara@smstrategiesllc.com<<mailto:sara@smstrategiesllc.com>>)" <sara@smstrategiesllc.com> <<mailto:sara@smstrategiesllc.com>>
Cc: Jack Padovano <jpadovano@drghq.com<<mailto:jpadovano@drghq.com>>>, Samantha Timlick <stimlick@drghq.com<<mailto:stimlick@drghq.com>>>, Katherine Campbell <kcampbell@drghq.com<<mailto:kcampbell@drghq.com>>>
Subject: 0427 ACRE Corporate Commission Live Advo Topline

Doug and Sara,

Please find the topline report for yesterday's calls attached.

After dialing the full window, we secured an additional 44,813 live connections — bringing our total completes count to 87,081 to date.

We saw calls begin to slow down later in the day as the list was further saturated, which was expected. At this point, it's safe to say we pushed this list as hard as we could to get to this point without leaving answering machine messages.

In terms of feedback, we once again heard a number of individuals indicate that they had already voted: frequency of this response seemed to be in line with what we saw Saturday. While we still are not able to precisely quantify the frequency of this feedback, it seemed that approximately 1 out of every 15-20 calls voiced this. While a vocal minority, we heard a few folks voice their frustration with this year's election in general and indicated that they either were not going to be voting at all or were not voting party lines.

Please let us know if you have any questions.

Thank you.

Joseph Kubalek
Project Manager
C: 480-652-
O: 623-687-

BD-ACC00407

Message

From: Larry McCarthy [mccarthy@mhmediadc.com]
Sent: 10/24/2016 3:26:11 PM
To: Pacheco, Jessica M [Jessica.Pacheco@pinnaclewest.com]; Jessica Pacheco [3pachecos@gmail.com]; Doug Goodyear [dgoodyear@dcigroup.com]
CC: Miles Martin [miles@mhmediadc.com]; Eileen Prugh [Eileen@mhmediadc.com]; Dave Whalen [whalen@mhmediadc.com]
Subject: Revised Radio Script
Attachments: AZCRE16R01 Power RADIO REV LM.docx

USE CAUTION - EXTERNAL SENDER:(mccarthy@mhmediadc.com)

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For questions or concerns, please email the APS Cyber Defense Center team at ACDC@apsc.com or contact the APS Helpdesk.

See attached – edit under Track Changes

AZ COALITION FOR RELIABLE ELECTRICITY RADIO :60 - "POWER REV LM OCT
24 11:15 AM EDT

ANNOUNCER:

What powers Arizona?

Clean, affordable energy. With it, we power Arizona's future.

That's why Boyd Dunn, Bob Burns, and Andy Tobin are running for Arizona Corporation Commission.

They're Arizona's Sustainable Solar Team.

Dunn, Burns, and Tobin will work to keep electricity costs low for all Arizonans. And they'll support advanced sources of energy like solar that are clean and sustainable.

Dunn, Burns, and Tobin know that Arizona's power grid must be reliable and secure.

And they'll fight to protect Arizona consumers and taxpayers, not out-of-state special interests.

Vote for Arizona's Sustainable Solar Team:

Boyd Dunn, Bob Burns, and Andy Tobin...

... for Corporation Commission.

Paid for by Arizona Coalition for Reliable Electricity, sponsored by Pinnacle West Capital Corporation, with major funding from Pinnacle West Capital Corporation. Not authorized by any candidate or candidate's campaign committee.

Message

From: Pacheco, Jessica M [/O=APS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Z61293]
Sent: 10/24/2016 2:56:19 PM
To: Guldner, Jeff B [Jeff.Guldner@aps.com]
Subject: FW: This Is The Final TV Script
Attachments: AZCRE16TV01 Sustainable_FINAL.docx

Final script; approved by legal and compliance

-----Original Message-----

From: Larry McCarthy [<mailto:mccarthy@mhmediadc.com>]
Sent: Monday, October 24, 2016 7:47 AM
To: Pacheco, Jessica M; Doug Goodyear
Cc: Miles Martin; Eileen Prugh; Dave Whalen
Subject: This Is The Final TV Script

USE CAUTION - EXTERNAL SENDER: (mccarthy@mhmediadc.com)

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FINAL AZ COALITION FOR RELIABLE ELECTRICITY TV :30 - "SUSTAINABLE"
AZCRE16TV01

VIDEO	AUDIO
<p>TEXT: Arizona Needs Clean Affordable Energy</p>	<p>ANNOUNCER: Arizona needs clean, affordable energy.</p>
<p>TEXT: Boyd Dunn Bob Burns Andy Tobin Arizona Corporation Commission Arizona's Sustainable Solar Team</p>	<p>That's why Boyd Dunn, Bob Burns, and Andy Tobin are running for Corporation Commission.</p> <p>Arizona's Sustainable Solar Team.</p>
<p>TEXT: Boyd Dunn, Bob Burns & Andy Tobin: Keep Electricity Costs Low Clean, Sustainable Energy</p>	<p>They'll work to keep electricity costs low and support clean, sustainable energy.</p>
<p>TEXT: Boyd Dunn, Bob Burns & Andy Tobin: Arizona's Power Grid Must Be Reliable</p> <p>TEXT: Boyd Dunn, Bob Burns & Andy Tobin: Represent Arizona Taxpayers Not Out-of-State Special Interests</p>	<p>Dunn, Burns, and Tobin know that Arizona's power grid must be reliable.</p> <p>And they'll represent Arizona taxpayers, not out-of-state special interests.</p>
<p>TEXT: Boyd Dunn Bob Burns Andy Tobin Arizona's Sustainable Solar Team for Corporation Commission</p> <p>DISCLAIMER: PAID FOR BY AZ COALITION FOR RELIABLE ELECTRICITY, SPONSORED BY PINNACLE WEST CAPITAL CORPORATION, WITH MAJOR FUNDING FROM PINNACLE WEST CAPITAL CORPORATION. NOT AUTHORIZED BY ANY CANDIDATE OR CANDIDATE'S CAMPAIGN COMMITTEE.</p>	<p>Boyd Dunn, Bob Burns, Andy Tobin - Arizona's Sustainable Solar Team.</p>

AZ Coalition for Reliable Electricity

Top-line

- The Arizona Coalition for Reliable Electricity formed to support candidates who share our belief in the critical importance of reliable, secure and affordable energy for Arizona consumers.
- A mix of reliable, affordable energy sources - including solar - is essential to support a growing state and the new jobs our economy requires.
- Our Coalition's formation is an unfortunate but necessary response to the actions of extremist, solar-only groups.
- These fringe entities are attempting a multimillion-dollar hostile takeover of the Arizona Corporation Commission
- Their mission is clear: to re-write the rules for the sole benefit of out-of-state solar corporations - larding incentives on top of taxpayer giveaways ... and all of it at the expense of Arizona families and ratepayers.
- As the Arizona Coalition for Reliable Electricity, we will work to make sure voters understand all that is at stake in this election.

Q&A

- Q. Why is APS/Pinnacle West getting involved in the 2016 races now?
- A. Out-of-state special interests are spending millions to influence voters in these races for Corporation Commission. Before Arizona voters cast a ballot, we want to make sure they have the facts and understand how these decisions may impact their energy costs.
- Q. Pinnacle West has already given \$1M to the Coalition, the first of what may be multiple contributions. Do they view this as a good investment in light of the pending rate case?
- A. Why is SolarCity spending millions in this campaign? Their large-scale layoffs and plummeting stock point to a company desperate to install members on the Commission who will prop-up their failing business model. The Arizona Coalition for Reliable Electricity exists to make sure voters are aware of this reality.
- Q. Is APS/Pinnacle West trying to 'buy' a regulatory body most likely to approve its rate case over the next year?

307 East Royal Palm Road Phoenix, Arizona 85020 (602) 451-

Paid for by AZ Coalition for Reliable Electricity, sponsored by Pinnacle West Capital Corporation, with major funding from Pinnacle West Capital Corporation. Not authorized by any candidate or candidate's campaign committee.

- A. Pinnacle West is engaged in constitutionally-protected free speech, no different than Solar City and other entities with business before the Arizona Corporation Commission. Affordable energy advocates cannot unilaterally disarm in the face of special interests that are spending millions of dollars on these races.
- Q. Didn't APS/Pinnacle West pledge to stay out of Corporation Commission races in '16?
- A. Pinnacle West would never forfeit its constitutional rights to participate in the election process, but did not intend to engage in the 2016 Corporation Commission races. However, it became clear we could not sit on the sidelines in the face of a multimillion-dollar spending blitz by special interests that would have the Commission carve out giveaways for solar at the expense of Arizona families.
- Q. Why is your Coalition advocating for the three Republicans (including Bob Burns) and against the Democrats?
- A. Energy is not a partisan issue. But, unfortunately, the two Democratic candidates have made it clear with their own misleading statements and extreme campaign rhetoric that they could not be impartial as members of the Corporation Commission. We may not agree with Bob Burns, Andy Tobin and Boyd Dunn every time on every issue, but we know they would at least provide a fair hearing of the issues.
- Q. How much does APS/Pinnacle West intend to spend between now and Election Day, and on what forms of advertising?
- A. The Coalition will spend what we believe is necessary to inform voters in these races. Obviously, broadcast spots will be central to this effort ... but we are not disclosing further details about campaign strategy at this time.
- Q. Why is APS/Pinnacle West disclosing its campaign spending in 2016, whereas the utility has never acknowledged its spending during the 2014 cycle?
- A. Pinnacle West is being fully transparent in its constitutionally-protected campaign activities. The Arizona Coalition for Reliable Energy is a new entity, and I cannot speak to what did or did not occur during the 2014 cycle.

Message

From: Hatfield, John S [John.Hatfield@aps.com]
Sent: 9/3/2016 1:57:41 AM
To: Guldner, Jeff B [Jeff.Guldner@aps.com]; Lockwood, Barbara D [Barbara.Lockwood@aps.com]; Pacheco, Jessica M [Jessica.Pacheco@pinnaclewest.com]
CC: Pittman, Hal [Hal.Pittman@aps.com]; Langbaum, Kevin [Kevin.Langbaum@aps.com]; McDonald Jr, James E [James.McDonald@aps.com]
Subject: Campaign video by Chabin and Mundell
Attachments: chabin mundell ad and response.doc; ATT00001.htm; chabin mundell ad transcribed.doc; ATT00002.htm

Chabin and Mundell have posted a campaign video. You can see it here:

<https://youtu.be/eV7PGrFi1CO>

Attached below is a transcript for convenience, as well as a fact check we have drafted to post on azenergyfuture.com and promote on social. We don't want to engage them in a debate but we shouldn't let bad facts go uncorrected.

Please take a look and comment ASAP. I'd like Don to see this but I'd like to have your thoughts first. I'm keeping the review list small in the interest of speed.

Thanks!

John

Sent from my iPhone

Begin forwarded message:

From: "Langbaum, Kevin" <Kevin.Langbaum@aps.com>
To: "Hatfield, John S" <John.Hatfield@aps.com>, "McDonald Jr, James E" <James.McDonald@aps.com>, "Pittman, Hal" <Hal.Pittman@aps.com>
Subject: chabin mundell ad and response.doc

Here is John's text with the transcribed excerpts. I made a few minor changes to the text and added links to AZEF for a number of supporting materials.

Also attached is the full transcription, just in case.

SLOAN★LYONS
PUBLIC AFFAIRS

INVOICE

Arizona Coalition for Reliable Electricity
307 E. Royal Palm Road
PHOENIX ARIZONA 85020

Invoice Date
Oct 24, 2016

Invoice Number
INV-1179

Description	Amount USD
Arizona Coalition for Reliable Electricity	10,000.00
Subtotal	10,000.00
TOTAL USD	10,000.00

Due Date: Oct 31, 2016

Thank you for your partnership with SLOAN LYONS Public Affairs!

Please remit payment to:
SLOAN LYONS Public Affairs
10450 North 74th Street, Scottsdale, Arizona 85258

BD-ACC00415

Message

From: Pacheco, Jessica M [Jessica.Pacheco@pinnaclewest.com]
Sent: 10/12/2016 5:34:25 PM
To: Guldner, Jeff B [Jeff.Guldner@aps.com]
Subject: Re: Oct. 15 Proposed Disclosure Statement and Approach

I'm okay with highlighted section. Call you in 5

On Oct 12, 2016, at 10:12 AM, Guldner, Jeff B <Jeff.Guldner@aps.com> wrote:

Call me on this when you have a chance. Were you okay with the highlighted section?

From: Pittman, Hal
Sent: Wednesday, October 12, 2016 9:28 AM
To: Guldner, Jeff B; Hatfield, John S
Cc: McDonald Jr, James E
Subject: Oct. 15 Proposed Disclosure Statement and Approach

Jeff and John --

Following below is our proposed statement and Q&A in response to media queries about the political spending disclosure that we anticipate this weekend.

Because of the media attention this may receive, it is our suggestion that we have off-the-record conversations with the main political reporters on Thursday/Friday of this week, giving them a heads up (Luige DelPuerto at the Capitol Times, Yvonne Wingett Sanchez/Ryan Randazzo at the Arizona Republic, Howie Fischer at Capitol Media Services and Bob Christie at the Associated Press). This shows transparency on our behalf but may also help us shape the characterization of our donation before other political actors weigh-in to try to shade the story to their benefit. A proactive approach might take the edge off the story, which will likely play on Monday or Tuesday.

Standing by, Thanks, Hal

General response:

Pinnacle West shareholders contributed \$250,000 to Arizona Grassroots Action PAC, the political action committee supporting Senator John McCain and other Republican candidates. The funds will be used to support "Get Out The Vote" efforts for Republicans; no customer money was used for the contribution.

We have traditionally supported candidates from either party who are pro-business and pro-energy. Unfortunately, in this election cycle, certain Democrats have exhibited positions openly hostile to the business culture of Arizona.

The Pinnacle West employee PAC continues to support Democrats as well as Republicans.

For additional information, the policy that governs our political activity is posted on <http://pinnaclewest.com>.

If asked:

Are you going to donate more?

If we do so, it will be disclosed in the next finance report.

Will ACC candidates receive any of this funding? Bob Burns?

Arizona Grassroots Action PAC is supporting GOTV efforts for Senator McCain and other Republicans. It would make sense if the three Republican candidates are part of this group.

Are you donating to any other entities?

If we do, we will follow all laws regarding campaign finance and disclosure. The policy that governs our political activity is posted on <http://pinnaclewest.com>.

Message

From: Pacheco, Jessica M [Jessica.Pacheco@pinnaclewest.com]
Sent: 10/21/2016 9:47:28 PM
To: Doug Goodyear [dgoodyear@dcigroup.com]
Subject: Re: Draft media budget

Wow!

> On Oct 21, 2016, at 2:46 PM, Doug Goodyear <dgoodyear@dcigroup.com> wrote:

>

>

> By the way, there are 670,000 households in AZ with satellite. It's a big audience.

>

>

> On 10/21/16, 2:44 PM, "Jessica.Pacheco@pinnaclewest.com" <Jessica.Pacheco@pinnaclewest.com> wrote:

>

> Thanks for the clarifications.

>

>> On Oct 21, 2016, at 2:43 PM, Doug Goodyear <dgoodyear@dcigroup.com> wrote:

>>

>>

>> Albuquerque is included because it does cover part of the state and we choose not to buy it because it's so inefficient. It's included so you see the decision to exclude is conscious and not an oversight.

>>

>> Addressable satellite is not digital. It is people who have satellite dishes and so - if we bought only broadcast and cable - there's a chance we'd be missing them and they'd never see our ads. I'm getting a count for how many households this is. It is pretty amazing technology - it allows you to deliver specific ads into specific households. Under normal circumstances the cost for addressable satellite is considered expensive compared to broadcast. However, this late in the cycle and with TV stations raising their rates, at this time it's actually less expensive on a per-customer basis, so we've added it.

>>

>> Phones will take longer. We're cranking out all types of scenarios. I'll discuss this with you when I see you in 45 mins.

>>

>>

>>

>>

>> On 10/21/16, 2:28 PM, "Jessica.Pacheco@pinnaclewest.com" <Jessica.Pacheco@pinnaclewest.com> wrote:

>>

>> Confirming the Albuquerque category was included by mistake (it totals zero). This appears to be a robust buy for TV and radio. Is the last category Statewide Addressable Satellite mean digital?

>>

>> Looking forward to seeing what phone look like too. Thanks Doug.

>>

>>> On Oct 21, 2016, at 2:21 PM, Doug Goodyear <dgoodyear@dcigroup.com> wrote:

>>>

>>>

>>> USE CAUTION - EXTERNAL SENDER:(dgoodyear@dcigroup.com)

>>>

>>> Do not click on links or open attachments that are not expected.

>>>

>>> For questions or concerns, please email the APS Cyber Defense Center team at ACDC@apsc.com <<mailto:ACDC@apsc.com>> or contact the APS Helpdesk.

>>>

>>>

>>> Sorry to be sending you stuff piece-meal.

>>>

>>> Just giving you a sense of where we're headed

>>>

>>>

>>>

>>>

>>> <AZ Media budget for ACRE.xlsx>

>> -- NOTICE --

>>

>> This message is for the designated recipient only and may contain confidential, privileged or proprietary information. If you have received it in error, please notify the sender immediately and delete the original and any copy or printout. Unintended recipients are prohibited from making any other use of this e-mail. Although we have taken reasonable precautions to ensure no viruses are present in this e-mail, we accept no liability for any loss or damage arising from the use of this e-mail or attachments, or for any delay or errors or omissions in the contents which result from e-mail transmission.

>

>

Message

From: Pacheco, Jessica M [Jessica.Pacheco@pinnadewest.com]
Sent: 10/23/2016 12:14:59 AM
To: Larry McCarthy [mccarthy@mhmediadc.com]
CC: Doug Goodyear [dgoodyear@dcigroup.com]; Miles Martin [miles@mhmediadc.com]; Eileen Prugh [Eileen@mhmediadc.com]; Dave Whalen [whalen@mhmediadc.com]
Subject: Re: Advanced TV Rough Cut

Larry,

Overall I think it does exactly what we need it to do. Two quick questions, I would like your expert opinion:

When the ad begins clean affordable energy has a fuzzy urban background that looks brownish (not very clean), does changing the focus or the image make a material difference?

Between seconds 20 and 23 there are a look of mirrored looking solar panels. Is that too much?

On Oct 22, 2016, at 4:42 PM, Larry McCarthy <mccarthy@mhmediadc.com> wrote:

USE CAUTION - EXTERNAL SENDER:(mccarthy@mhmediadc.com)

Do not click on links or open attachments that are not expected.

For questions or concerns, please email the APS Cyber Defense Center team at ACDC@apsc.com or contact the APS Helpdesk.

For review

<AZCRE Sustainable cut33.mov.awsec>

Message

From: Doug Goodyear [dgoodyear@dcigroup.com]
Sent: 10/23/2016 3:49:34 PM
To: Pacheco, Jessica M [Jessica.Pacheco@pinnaclewest.com]
Subject: FW: ACRE Corporate Commission Live Advo Topline
Attachments: 0427 ACRE Corporate Commission Live Advo Topline.xls

USE CAUTION - EXTERNAL SENDER: (dgoodyear@dcigroup.com)

Do not click on links or open attachments that are not expected.

For questions or concerns, please email the APS Cyber Defense Center team at ACDC@apsc.com <<mailto:ACDC@apsc.com>> or contact the APS Helpdesk.

Here's a quickie report on yesterday's calls.

From: Joseph Kubalek <jkubalek@drghq.com>
Date: Sunday, October 23, 2016 at 8:38 AM
To: Doug Goodyear <dgoodyear@dcigroup.com>, "Sara Mueller (sara@smstrategiesllc.com)" <sara@smstrategiesllc.com>
Cc: Jack Padovano <jpadovano@drghq.com>, Samantha Timlick <stimlick@drghq.com>, Katherine Campbell <kcampbell@drghq.com>
Subject: ACRE Corporate Commission Live Advo Topline

Doug and Sara,

Please find the topline for yesterday's ACRE calls attached.

We began dialing at noon local yesterday and secured a total of 42,268 total connected live calls. The overall connect rate remained relatively consistent and predictable throughout yesterday's dialing window, so we are optimistic that we will saturate the remaining data with today's calls — this is obviously subject to how many folks pick up the phone.

While we anecdotally heard some feedback from individuals saying that they had already voted, and voted for all three candidates, we can't confidently speak to soft percentages. We will continue to keep our ears open for this form of feedback during today's calls.

Please let us know if you have any questions.

Thank you,

Joseph Kubalek
Project Manager
C: 480-652-
O: 623-687-

Message

From: Pacheco, Jessica M [Jessica.Pacheco@pinnaclewest.com]
Sent: 10/17/2016 3:02:57 PM
To: Hatfield, John S [John.Hatfield@aps.com]
CC: Guldner, Jeff B [Jeff.Guldner@aps.com]; Lockwood, Barbara D [Barbara.Lockwood@aps.com]
Subject: Re: Mundell/Chabin press event

I think the suggested questions are great!

On Oct 17, 2016, at 7:24 AM, Hatfield, John S <John.Hatfield@aps.com> wrote:

Jeff,

See below. Let me know if you'd like us to suggest a few questions to reporters for today's Mundell & Chabin press event. (And, if yes, let us know ASAP if you have additional suggestions for questions.)

John

From: Stewart, Anna
Sent: Sunday, October 16, 2016 10:15 PM
To: Hatfield, John S
Cc: Pittman, Hal; McDonald Jr, James E; Langbaum, Kevin
Subject: RE: Mundell/Chabin press event

Hi John,

Kevin, Brent and I came up with the following questions. I think we can give a few to either Howie or Rachel (or both)...

If you're worried about APS trying to "influence the commission", doesn't SolarCity's support for you raise the same issue?

Can you point out any decision since 2014 that shows APS is exercising influence over the ACC?

You're running on an anti-APS platform, how is it possible for you to be impartial if elected?

Have you spoken to APS officials to educate yourself on the issues facing the company?

Since you've prejudged the rate case, can we assume you've read all the testimony and answers to data requests, and feel that follow up testimony and hearings aren't necessary?

You talk a lot about APS using "ratepayer money to buy elections." APS has said that's not the case. Are you purposely misleading voters or do you know something that no one else knows?

Can you tell us about the new headquarters that APS is building?

From: Hatfield, John S
Sent: Saturday, October 15, 2016 8:55:08 AM
To: Stewart, Anna
Subject: Re: Mundell/Chabin press event

Anna,

What do you think about gathering and suggesting a few questions for Howie and others to ask Mundell and Chabin, like about their Solar City support, why they would expect our support while they are attacking us, etc. Even if they don't use them, it might get them thinking.

John

Sent from my iPhone

On Oct 15, 2016, at 8:39 AM, Stewart, Anna <Anna.Stewart@aps.com> wrote:

Here is a little more information per Howie...the email he refers to is Don's blog.

Mundell and Chabin have scheduled a press conference for Monday to blast Brandt for trying to influence the election by sending out the email to APS employees.

From: Stewart, Anna
Sent: Friday, October 14, 2016 4:52:53 PM
To: Langbaum, Kevin; Pittman, Hal; McDonald Jr, James E; Hatfield, John S; Bunnell, Alan L
Subject: RE: Mundell/Chabin press event

Taking place Monday at 11 a.m.

From: Langbaum, Kevin
Sent: Friday, October 14, 2016 4:43:12 PM
To: Pittman, Hal; McDonald Jr, James E; Hatfield, John S; Stewart, Anna; Bunnell, Alan L
Subject: Mundell/Chabin press event

Ryan recently tweeted this. Anna is trying to find out more (such as timing of event).
@AARSuccess is the handle for the Realtors Association.

Ryan Randazzo @utilityreporter 12m12 minutes ago
Democrats @Mundell4CorpCom & @Chabin4CorpCom call press event to discuss @apsFYI dark \$. I expect accusations of ties to @AARSuccess \$

Message

From: Lockwood, Barbara D [Barbara.Lockwood@aps.com]
Sent: 10/17/2016 4:16:00 PM
To: Hatfield, John S [John.Hatfield@aps.com]; Guldner, Jeff B [Jeff.Guldner@aps.com]; Pacheco, Jessica M [Jessica.Pacheco@pinnaclewest.com]
Subject: RE: Mundell/Chabin press event

The questions are great. I don't have any to add

Sent with Good (www.good.com)

From: Hatfield, John S
Sent: Monday, October 17, 2016 7:24:05 AM
To: Guldner, Jeff B; Pacheco, Jessica M; Lockwood, Barbara D
Subject: FW: Mundell/Chabin press event

Jeff,

See below. Let me know if you'd like us to suggest a few questions to reporters for today's Mundell & Chabin press event. (And, if yes, let us know ASAP if you have additional suggestions for questions.)

John

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Cc: Pittman, Hal; McDonald Jr, James E; Langbaum, Kevin
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Can you point out any decision since 2014 that shows APS is exercising influence over the ACC?

You're running on an anti-APS platform, how is it possible for you to be impartial if elected?

Have you spoken to APS officials to educate yourself on the issues facing the company?

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You talk a lot about APS using "ratepayer money to buy elections." APS has said that's not the case. Are you purposely misleading voters or do you know something that no one else knows?

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To: Stewart, Anna
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Sent from my iPhone

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Here is a little more information per Howie...the email he refers to is Don's blog.

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From: Stewart, Anna
Sent: Friday, October 14, 2016 4:52:53 PM
To: Langbaum, Kevin; Pittman, Hal; McDonald Jr, James E; Hatfield, John S; Bunnell, Alan L
Subject: RE: Mundell/Chabin press event

Taking place Monday at 11 a.m.

From: Langbaum, Kevin
Sent: Friday, October 14, 2016 4:43:12 PM
To: Pittman, Hal; McDonald Jr, James E; Hatfield, John S; Stewart, Anna; Bunnell, Alan L
Subject: Mundell/Chabin press event

Ryan recently tweeted this. Anna is trying to find out more (such as timing of event). @AARSuccess is the handle for the Realtors Association.

Ryan Randazzo @utilityreporter 12m12 minutes ago
Democrats @Mundell4CorpCom & @Chabin4CorpCom call press event to discuss
@apsFYI dark \$. I expect accusations of ties to @AARSuccess \$

Message

From: Matthew Benson [mbenson@veridus.com]
Sent: 10/27/2016 10:46:15 PM
To: Ashley Ragan (aragan@totalspectrumsga.com) [aragan@totalspectrumsga.com]
CC: dgoodyear@dcigroup.com; Pacheco, Jessica M [Jessica.Pacheco@pinnaclewest.com]; Sharon Hossler [shossler@veridus.com]
Subject: Veridus invoice - AZ Coalition for Reliable Electricity
Attachments: Inv_2016373_from_Veridus_LLC_18012.pdf

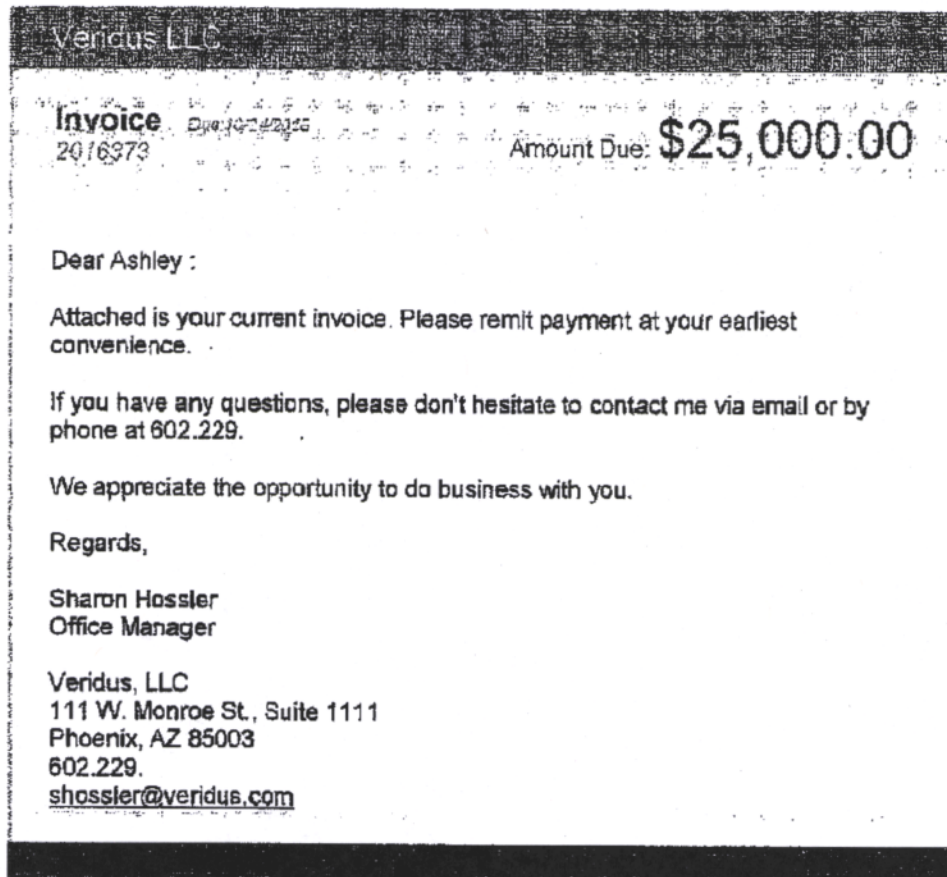
USE CAUTION - EXTERNAL SENDER:(mbenson@veridus.com)

Do not click on links or open attachments that are not expected.

For questions or concerns, please email the APS Cyber Defense Center team at ACDC@apsc.com or contact the APS Helpdesk.

Ashley,
Please see attached. Let me know if you have any questions.

Thanks,
matt



Message

From: Sara Mueller [sara@smstrategiesllc.com]
Sent: 10/26/2016 6:57:30 PM
To: Matthew Benson [mbenson@veridus.com]
CC: Doug Goodyear [dgoodyear@dcigroup.com]; Pacheco, Jessica M [jessica.pacheco@pinnaclewest.com]
Subject: ACRE ad

USE CAUTION - EXTERNAL SENDER:(sara@smstrategiesllc.com)

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For questions or concerns, please email the APS Cyber Defense Center team at ACDC@apsc.com or contact the APS Helpdesk.

YouTube link (unlisted) and raw file for download link below

https://www.youtube.com/watch?v=Sup_nA8cark

<https://www.hightail.com/download/cUJYaUNJNHZ0TWswTWNUQw>

Sara Mueller
480.225.

Message

From: Ashley M. Ragan [ashleymragan@cox.net]
Sent: 10/28/2016 4:47:03 PM
To: Doug Goodyear [dgoodyear@dcigroup.com]
CC: Pacheco, Jessica M [jessica.pacheco@pinnaclewest.com]
Subject: DRAFT SOS report
Attachments: Scan0116.pdf

USE CAUTION - EXTERNAL SENDER:(ashleymragan@cox.net)

Do not click on links or open attachments that are not expected.

For questions or concerns, please email the APS Cyber Defense Center team at ACDC@apsc.com <<mailto:ACDC@apsc.com>> or contact the APS Helpdesk.

JP and Doug-

This report is NOT due until 11/4.

We may file anytime between now (Friday) and next Friday.

This is a rough draft, I just wanted you see what it would look like.

I need to get on the phone with the electronic filing office and find out how to add in the other candidates. The software only allows you to add one candidate so I just put Burns in as a place holder.

Greater minds can decide timing on filing this. (:

Once it is filed it goes live immediately on the Secretary of State's website.

Ashley

Mobile_message_type	From	Recipient	Remote party	Mobile time stamp	Mobile text	Mobile Delivered	Mobile read
SMSOutgoingMessagesIncoming	Michael Vargas <+1480202	Jessica Pacheco <+1602502	Jessica Pacheco <+1602502	8/14/2014 11:43	Some emphasis will be placed on helping Foreste		

Mobile_message_type	From	Recipient	Remote party	Mobile time stamp	Mobile text	Mobile's cell tower	Mobile read
SMSOutgoingMessagesIncoming	Michael Vargas <+1680202	Jessica Pacheco <+1662501 >	Jessica Pacheco <+1662501	8/9/2014 8:47	Changes will be made to the video. He agrees. There's a double contrast w/ Vernon and Obama. Craft Obama. More Porras/Little. Remind to vote for both.		

Mobile_message_type	From	Recipient	Remote party	Mobile time stamp	Mobile text	Mobile Delivered	Mobile read
SM/Outgoing/Message/incoming	Michael Vargas <+1480702	Jessica Pacheco <+1902501	Jessica Pacheco <+1602501	8/24/2014 8:50	Susan made a good point last night w/ me. She said Forease may not poll well just cause his name is odd. But they will see the name in the ballot and vote for him.		

+1602321 Jim McDonald

Read, 17:27:43 Thursday, Oct 13 2016

Do you have time for quick call with Anna and me? Thx!

+1602321 Jim McDonald

Read, 20:58:17 Thursday, Oct 13 2016

Please call re Randazzo. Important. Thx!

+1602309 Jeff Guldner

Sent, 21:18:24 Thursday, Oct 13 2016

In the air - will call in about an hour

+1602321 Jim McDonald

Read, 21:20:08 Thursday, Oct 13 2016

Thx. I will forward an email to you from Ryan, which is what I am calling about. (He also asked for the line extension policy -- schedule 3 in response to the realtor participation in the ACC election. He asked about Don's letter to employees on how he will bite and asked for a copy.

+1602321 Jim McDonald

Read, 21:23:53 Thursday, Oct 13 2016

Jessica is good with giving it to him. We think it is your call. If we wish, he will keep confidential where he got the letter.

+1602309 Jeff Guldner

Sent, 21:32:25 Thursday, Oct 13 2016

He already has it right?

+1602321 Jim McDonald

Read, 21:33:48 Thursday, Oct 13 2016

He indicated he does not, but he knows exactly what is in it at a minimum. He might have it judging by the details he provided.

+1602309 Jeff Guldner

Sent, 21:34:24 Thursday, Oct 13 2016

Can you email me the text of Brandt's letter

+1602321 Jim McDonald

Read, 21:34:42 Thursday, Oct 13 2016

I will have someone get it to you right always

+1602321 Jim McDonald

Read, 21:34:48 Thursday, Oct 13 2016

Away.

+1602321 Jim McDonald

Read, 21:36:25 Thursday, Oct 13 2016

Bill Marks is emailing it pronto.

+1602321 Jim McDonald

Read, 22:12:08 Thursday, Oct 13 2016

Just sent an email with Don's input into the statement. He called Jessica after he could not reach you or John.

+1602321 Jim McDonald

Read, 22:32:03 Thursday, Oct 13 2016

Any word on providing Don's election letter to Ryan? Thx!

+1602309 Jeff Guldner

Sent, 22:34:46 Thursday, Oct 13 2016

Go ahead and give him a copy but do it as an anonymous source

+1602321 Jim McDonald

Read, 22:34:57 Thursday, Oct 13 2016

Thx!

Mobile_message_type	From	Recipient	Remote party	Mobile time stamp	Mobile text	Mobile Delivered	Mobile read
IMessageOutgoingMessageIncoming	Michael Vargas <mdeytonvargas@gmail.com>	Bas A/a <+1602399	Bas A/a <+1602399	10/2/2014 13:33	Can we do another 100 order and installation of the Forestry/Little "Fighting Obamas" signs for the East Valley?	10/2/2014 13:33	

Mobile_message_type	From	Recipient	Remote party	Mobile time stamp	Mobile text	Mobile Delivered	Mobile read
MessageOutgoingMessageIncoming	Michael Vargas <-148020>	Baz Aja <-160239>	Baz Aja <-160239>	10/2/2014 13:33	Can we do a rather 100 order and installation of the Fence/Little "Fighting Obama" signs for the East Valley?	10/2/2014 13:33	

Mobile_message_type	From	Recipient	Remote party	Mobile time stamp	Mobile text	Mobile Delivered	Mobile read
SMSIncoming/MessagesIncoming	Jessica Pacheco <+1602501	Michael Vargas <+1602002	Jessica Pacheco <+1602501	10/21/2014 12:37	Jeff wants more horses little signs... Possible to put a new wave of signs in the east valley? That is where he lives.		10/27/2014 12:51

Message

From: Pacheco, Jessica M [Jessica.Pacheco@pinnaclewest.com]
Sent: 10/25/2016 4:04:19 PM
To: Doug Goodyear [dgoodyear@dcigroup.com]
Subject: Re: Attached is a PDF of media buys

Thanks. We will drown them out.

> On Oct 25, 2016, at 9:01 AM, Doug Goodyear <dgoodyear@dcigroup.com> wrote:

>

>

> Not sure how widely you want this circulated, so I'm just sending to you

>

> Save AZ Solar placed 10/26-10/31

> Phoenix TV \$272,508 About 550 points

> Tucson TV \$227,586 About 700 points

>

> Not cable or radio reported yet.

>

>

> On 10/25/16, 9:06 AM, "Jessica.Pacheco@pinnaclewest.com" <Jessica.Pacheco@pinnaclewest.com> wrote:

>

> Thanks. (embarrassed to admit I don't watch TV). Possible for someone to get a copy of it or if someone I our team sees it to recount it to us (me)?

>

>> On Oct 25, 2016, at 7:04 AM, Doug Goodyear <dgoodyear@dcigroup.com> wrote:

>>

>>

>> Checking

>>

>>> On Oct 25, 2016, at 8:57 AM, "Jessica.Pacheco@pinnaclewest.com" <Jessica.Pacheco@pinnaclewest.com> wrote:

>>>

>>> Is this in addition to the buy we saw late last week?

>>>

>>>> On Oct 25, 2016, at 5:53 AM, Doug Goodyear <dgoodyear@dcigroup.com> wrote:

>>>>

>>>> USE CAUTION - EXTERNAL SENDER:(dgoodyear@dcigroup.com)

>>>>

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>>>>

>>>> For questions or concerns, please email the APS Cyber Defense Center team at ACDC@apsc.com <<mailto:ACDC@apsc.com>> or contact the APS Helpdesk.

>>>>

>>>>

>>>> FYI

>>>>

>>>>

>>>>

>>>> Begin forwarded message:

>>>>

>>>> From: Beth Beall <BBeall@mentzermedia.com<<mailto:BBeall@mentzermedia.com>>>

>>>> Date: October 25, 2016 at 7:04:37 AM CDT

>>>> To: "Doug Goodyear (dgoodyear@dcigroup.com<<mailto:dgoodyear@dcigroup.com>>)"
<dgoodyear@dcigroup.com<<mailto:dgoodyear@dcigroup.com>>>, "Larry McCarthy"
<mccarthy@mhmediadc.com<<mailto:mccarthy@mhmediadc.com>>>, Dave Whalen
<whalen@mhmediadc.com<<mailto:whalen@mhmediadc.com>>>, "Ashley Ragan
(aragan@totalspectrumsga.com<<mailto:aragan@totalspectrumsga.com>>)"
<aragan@totalspectrumsga.com<<mailto:aragan@totalspectrumsga.com>>>

>>>> Subject: AZ Electricity Competitive

>>>>

>>>> Save AZ Solar is placing TV
>>>> 10/26-10/31
>>>> So far about \$125,525 in Phoenix and \$188,350 in Tucson
>>>> Will report totals when we have all
>>>>
>>>>
>>>> Beth Beall
>>>> Mentzer Media
>>> --- NOTICE ---
>>>

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>

>

> <AZ Energy Issue Competitive 10.25.16.pdf>

	Settlement
AZ Coalition for Reliable Electricity	\$ 2,966,910
Save AZ Solar	\$ 1,086,682

To update the chart, enter data into this table. The data is

automatically saved in the chart.

	Radio Spend
AZ Coalition for Reliable Electricity	167,504
Save AZ Solar	0

To update the chart, enter data into this table. The dat

a is automatically saved in the chart.



Phoenix

Tucson

Yuma

Arizona Coalition for Reliable Electricity

2,852
2,411
1,200

To update the chart, enter data into this table. The data is automatically saved in the chart.

Save our Solar AZ

1358

1219

0

Message

From: Pacheco, Jessica M [/O=APS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Z61293]
Sent: 10/24/2016 7:53:00 PM
To: 'Matthew Benson' [mbenson@veridus.com]; Doug Goodyear (dgoodyear@dcigroup.com) [dgoodyear@dcigroup.com]
Subject: RE: media update

Thanks. Appreciate the update. Please send stories as they post.

From: Matthew Benson [mailto:mbenson@veridus.com]
Sent: Monday, October 24, 2016 12:53 PM
To: Doug Goodyear (dgoodyear@dcigroup.com); Pacheco, Jessica M
Subject: media update

USE CAUTION - EXTERNAL SENDER: (mbenson@veridus.com)

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Jessica/Doug:

I have spoken with: Ryan Randazzo (AZ Republic); Laurie Roberts (AZ Republic); Brahm Resnik (12News); Rachel Leingang (Capitol Times); Howie Fischer (freelance); Will Stone (KJZZ); Dennis Welch (3TV); and Bob Christie (AP).

Response has been favorable. Laurie was actually complimentary about the open and transparent disclosure. She is writing something today. I am emphasizing this Coalition and Pinnacle West's contribution are in response to the multimillion-dollar campaign led by SolarCity and out-of-state special interests.

Media questions have been pretty basic -- Why is Pinnacle West doing this? Why now? What's the plan for reaching voters? Etc ...

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More than anything else, I think the local media generally is so used to doing the "APS/dark money" angle that they're a little caught off guard by being informed before the money even hits the account. Hopefully this colors the reporting in a positive fashion.

Please let me know if you have questions.

Matthew Benson
Director
Veridus, LLC - Phoenix
O - 602-229-
M - 602-570-
mbenson@veridus.com
@MatthewWBenson

BD-ACC00447

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Message

From: Matthew Benson [mbenson@veridus.com]
Sent: 10/24/2016 7:52:33 PM
To: Doug Goodyear (dgoodyear@dcigroup.com) [dgoodyear@dcigroup.com]; Pacheco, Jessica M [Jessica.Pacheco@pinnaclewest.com]
Subject: media update

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mbenson@veridus.com
@MatthewWBenson

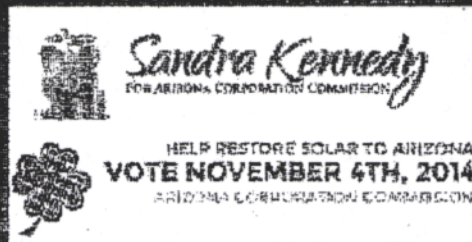
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BD-ACC00449

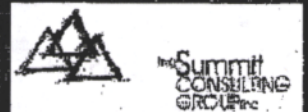
Arizona General Election Brushfire



VS



Key findings from a survey of likely voters conducted
September 15-18, 2014

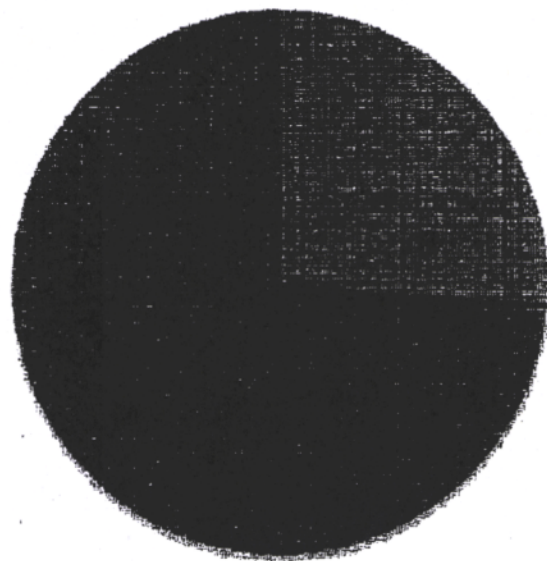


METHODOLOGY

Summit Consulting Group is pleased to present the results of a 500N live dial survey of likely general election voters in the state of Arizona. The interviews were conducted September 15-18, 2014. This survey has a margin of error of +/- 4.8% at the 95 percent confidence interval. This survey was weighted based upon Likely general election voter demographics.

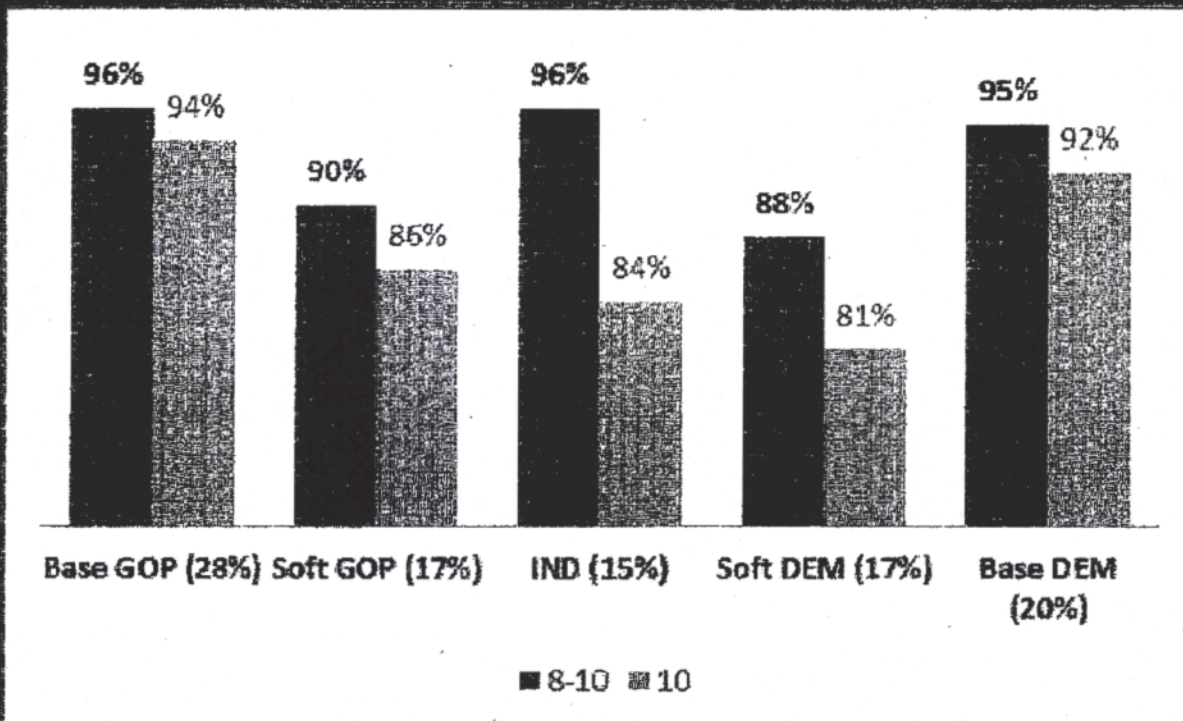
General Election 2015

The political environment is dismal. Right direction/
wrong track continues to show broad polarization.



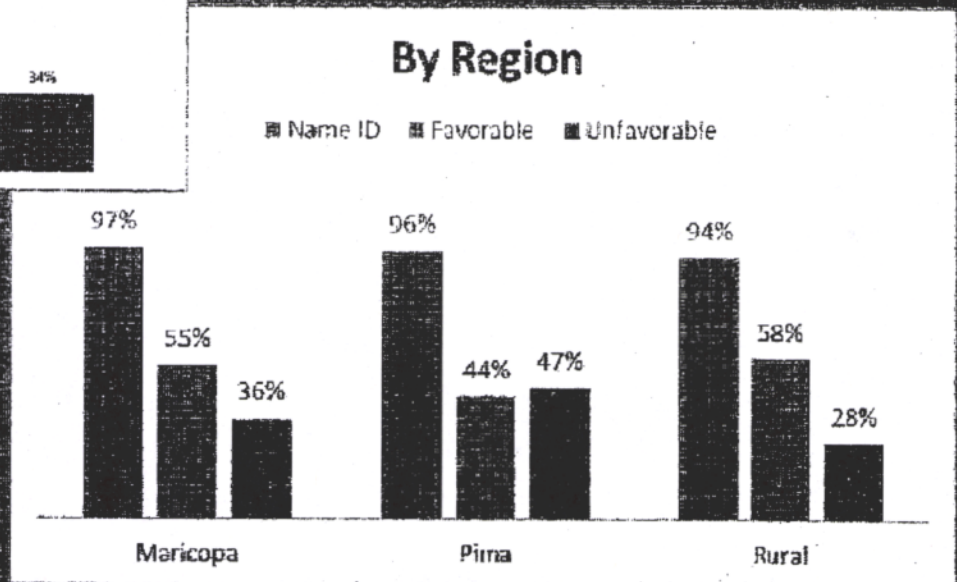
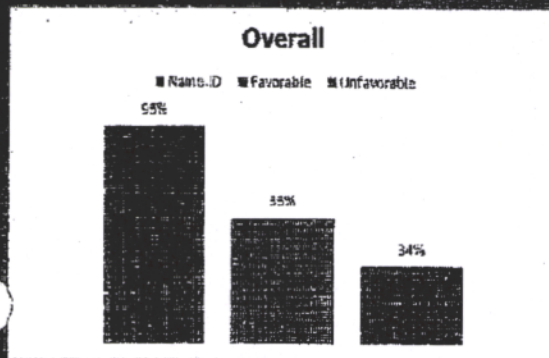
Soft Democrats are not as engaged and will pose a problem on election day for Democrat performance.

On a scale from 1 to 10, with 1 meaning not likely at all and 10 meaning absolutely, how likely are you to vote in the upcoming November elections?



Governor Brewer is well known, but is upside down in Pima County.

Governor Jan Brewer Name ID/Image

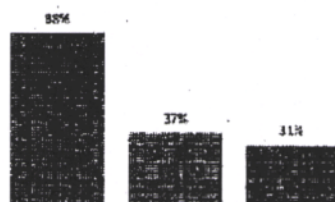


**Doug Ducey is well known, but is largely undefined
and has significant issues south of the Gila.**

Doug Ducey Name ID/Image

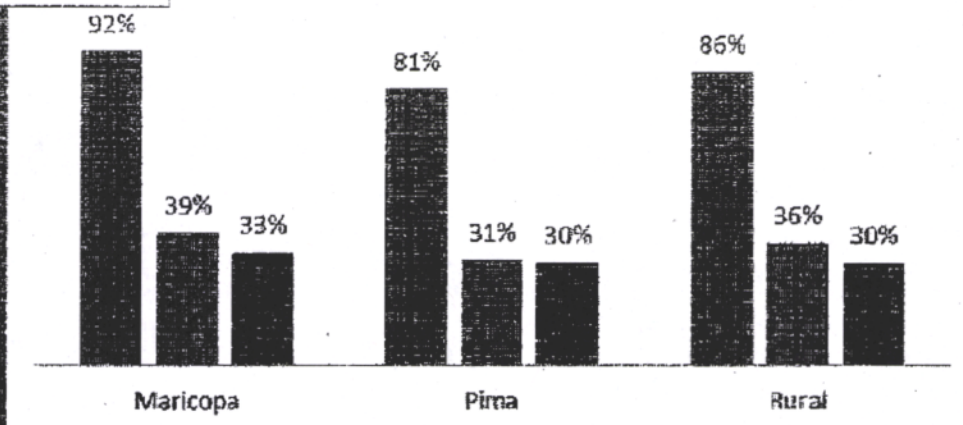
Overall

■ Name ID ■ Favorable ■ Unfavorable



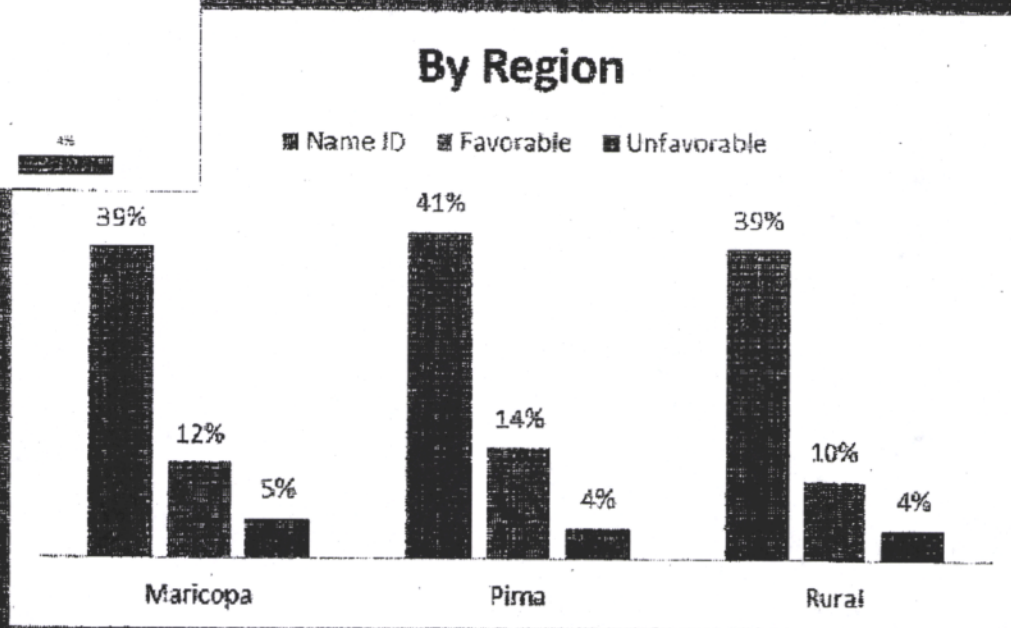
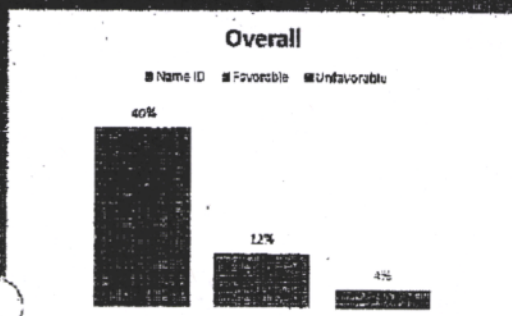
By Region

■ Name ID ■ Favorable ■ Unfavorable



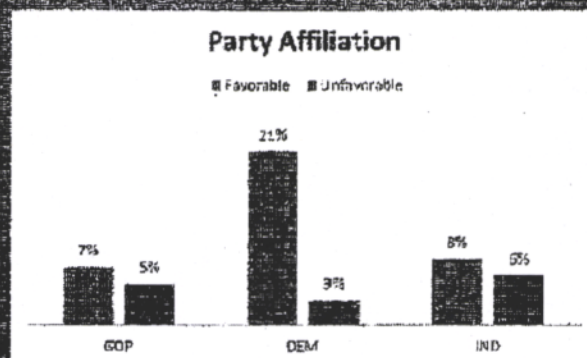
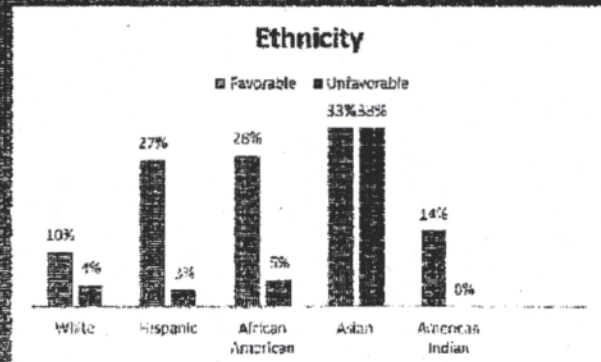
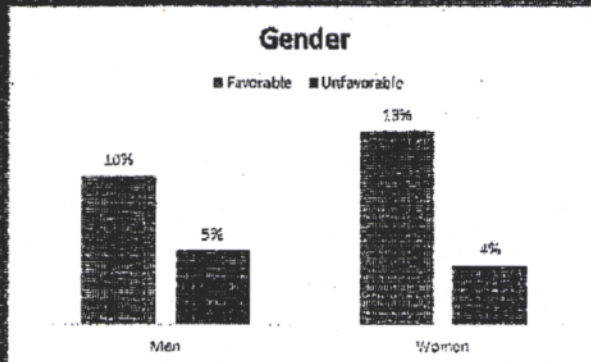
Sandra Kennedy is completely UNDEFINED and is susceptible to an air campaign.

Sandra Kennedy Name ID/Image

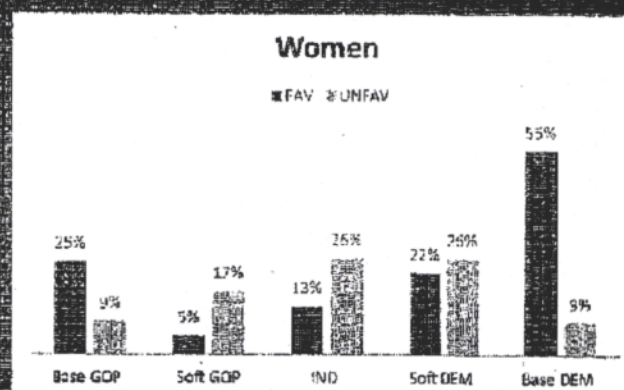
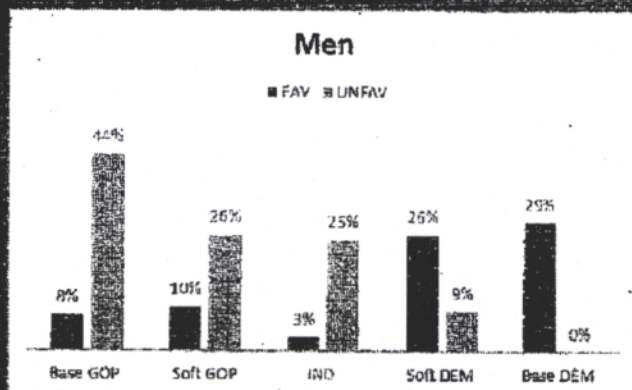


While unknown Kennedy scores well with Base Democrat Voter Subgroups.

Sandra Kennedy Name ID/Image

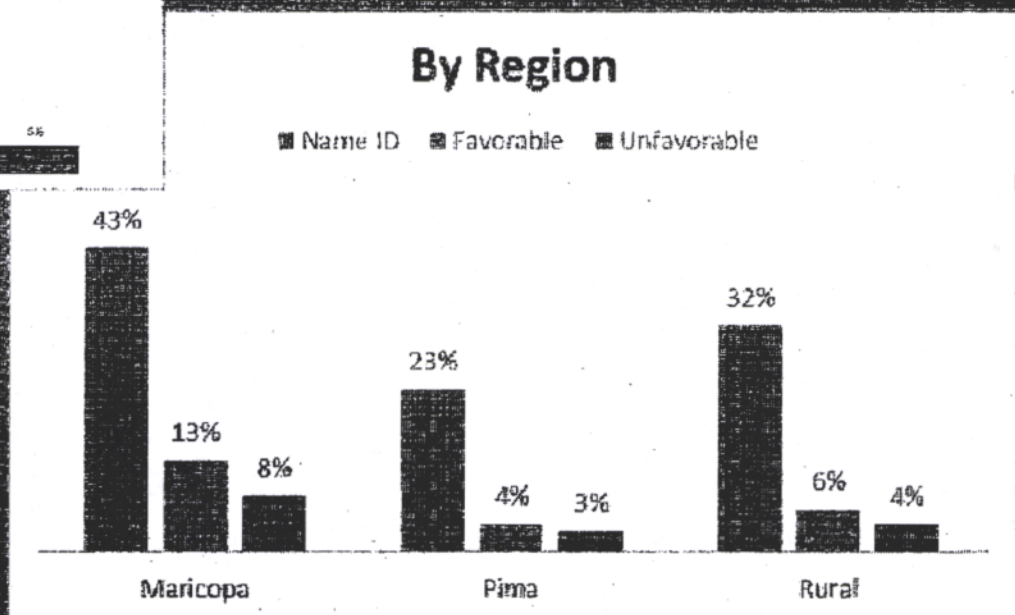
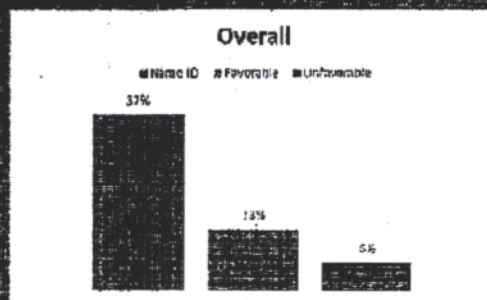


Kennedy enjoys a wide gender gap specifically amongst Base GOP women, but falls short with IND men and women, both groups should be top targets for direct mail.



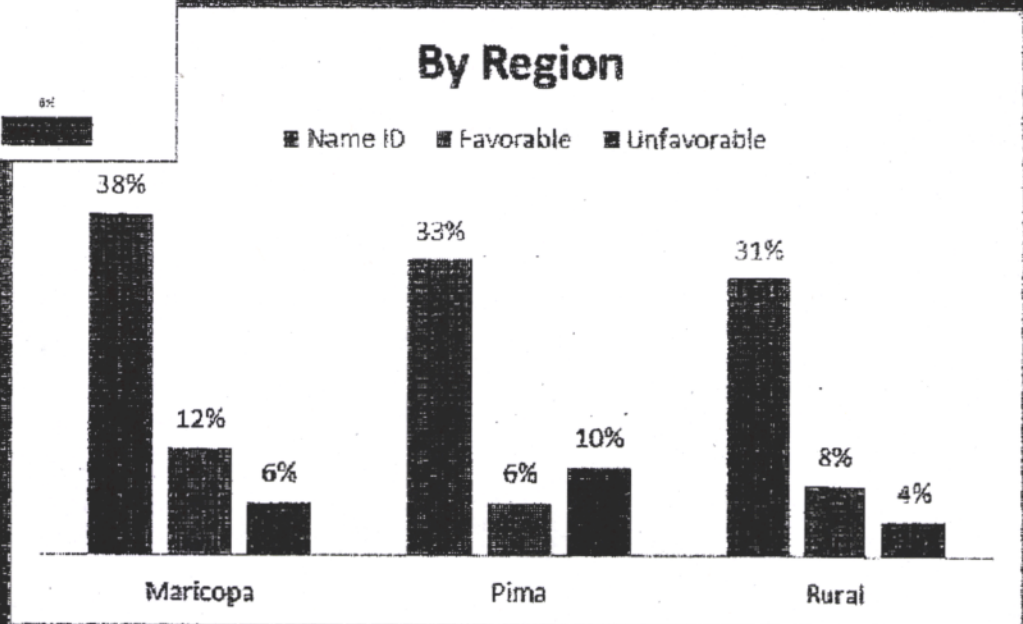
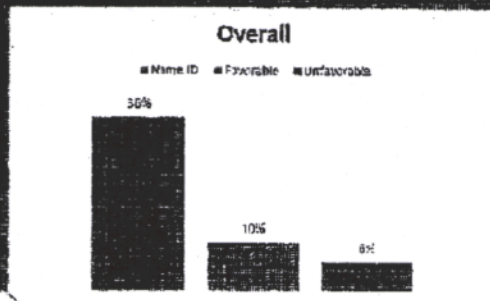
Doug Little is widely unknown.

Doug Little Name ID/Image



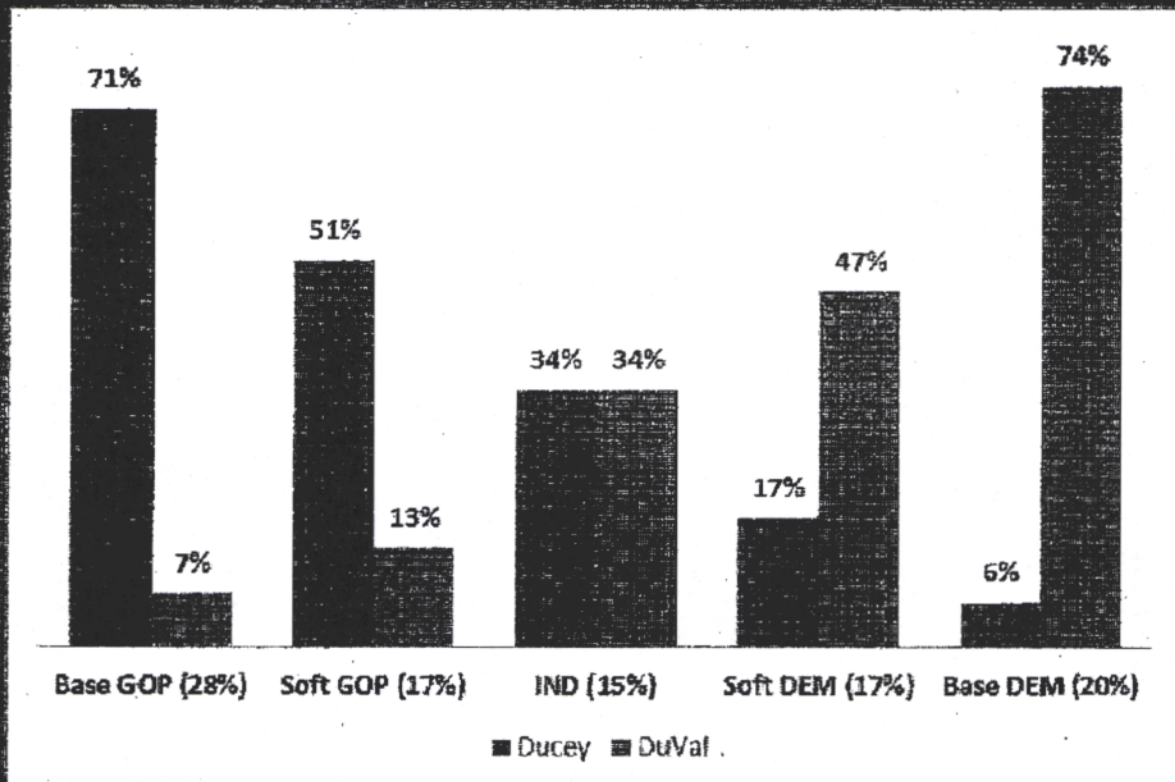
Tom Forese is widely unknown and is upside down in Pima County.

Tom Forese Name ID/Image



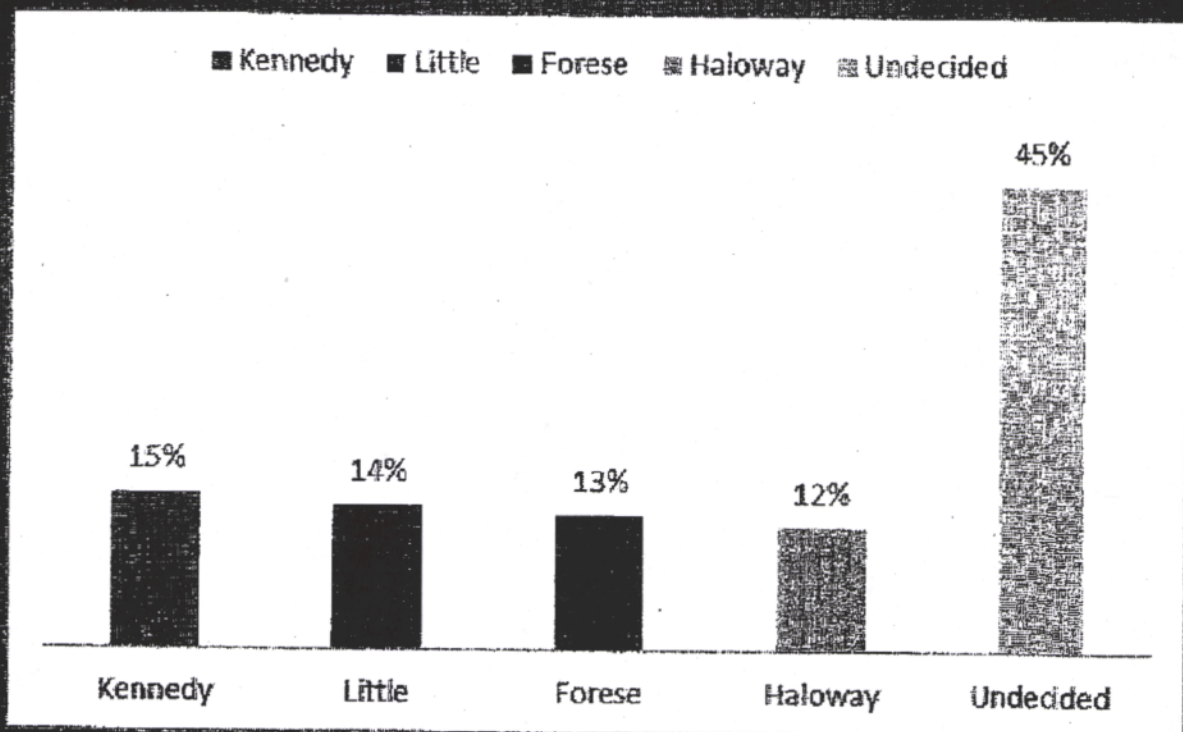
Ducey needs to improve with the base, and needs to keep even with Independents to win.

Ducey/DuVal Ballot by Party



It's a dead heat, with candidates largely unknown and easily defined, the first one to launch will win.

Kennedy/Little/Forese/Haloway Ballot Test



We don't have a silver bullet as none of the negative message tests against Kennedy had much intensity.

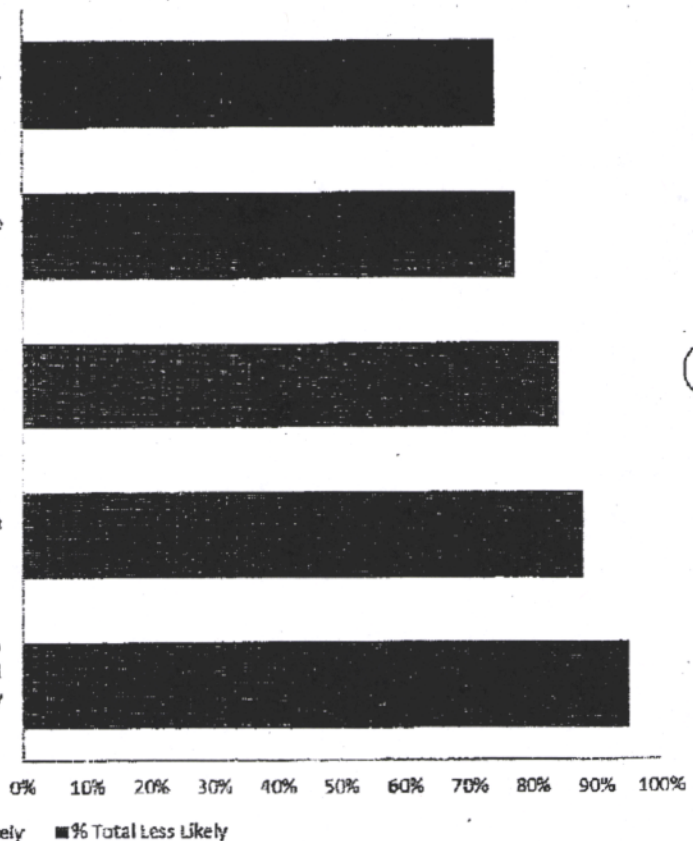
In 2010 when Kennedy previously served on the Corporation Commission, Kennedy voted in favor of increasing water rates by 85 percent.

During Kennedy's time in the Arizona Legislature, Kennedy voted to increase the fuel tax, and to increase the sales tax.

Kennedy owned and ran a Denny's restaurant. During this time, she was sued, and hired a law firm to represent her. When it came time to pay the law firm she hired, Kennedy refused to pay over seventy percent of the bill. The law firm then sued Kennedy.

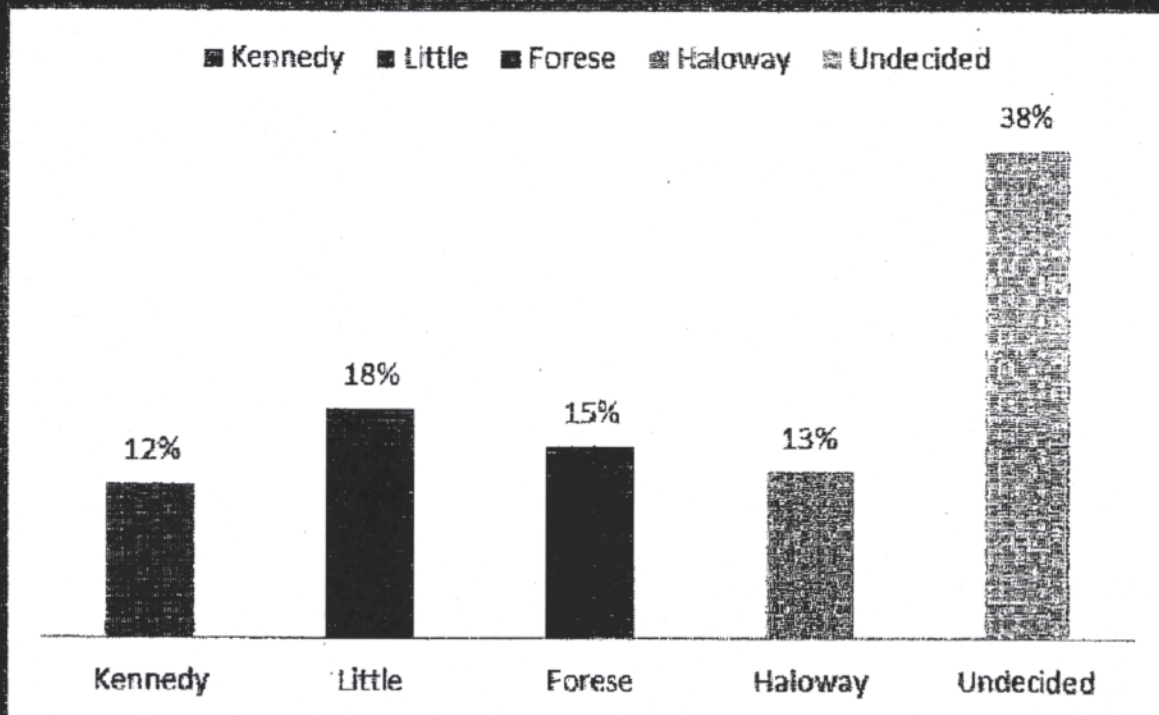
As a legislator Kennedy voted to increase her own pension, even though legislators only work part time.

Kennedy, owned and operated a Denny's restaurant, and was required to pay rent on a weekly basis. Kennedy defaulted on her rent payments and was sued for \$31,000. After Kennedy was notified that she needed to pay the rent she filed paperwork to close the



**After a series of negative tests, the ballot performs
more to our liking.**

Kennedy/Little/Forese/Haloway Informed Ballot Test



Message

From: Pacheco, Jessica M [Jessica.Pacheco@pinnaclewest.com]
Sent: 10/24/2016 8:39:33 PM
To: Matthew Benson [mbenson@veridus.com]
CC: dgoodyear@dcigroup.com
Subject: Re: media update

Thanks

On Oct 24, 2016, at 1:36 PM, Matthew Benson <mbenson@veridus.com> wrote:

Update:

I've also spoken with Mark Chediak (Bloomberg News); Ted Houston (KFYI); and Tim Steller (columnist – Arizona Daily Star).

Initial stories/columns below ...

**APS parent company launches \$1M campaign to support Corp Comm
Republicans**

Arizona Capitol Times

By: Rachel Leingang

October 24, 2016, 12:28 pm

The parent company of the state's largest electric utility entered the Arizona Corporation Commission race, funding an outside group to support three Republican candidates for the regulatory body.

The Arizona Coalition for Reliable Electricity, an independent expenditure committee filed with the Secretary of State's office on Oct. 21, will report receiving \$1 million from Pinnacle West Capital Corp., the parent company of Arizona Public Service, the IE's spokesman, Matthew Benson, told the Arizona Capitol Times.

Benson said the group will be spending money to help elect GOP candidates Bob Burns, Boyd Dunn and Andy Tobin.

The move marks a departure from Corp Comm conventions. In the past, regulated entities didn't spend on commission elections. In 2014, more than \$3 million in anonymous spending poured into the commission race to support then-candidates, now-commissioners Doug Little and Tom Forese. Many speculate the money came from APS or Pinnacle West, though the companies have not confirmed or denied any involvement.

The Arizona Coalition for Reliable Electricity is filed with the Secretary of State as a standard IE committee, meaning it will have to disclose the source of both income and expenditures. The 2014 spending was done primarily by two 501(c)(4) non-profits, which are not required to disclose the sources of their funding.

The Federal Bureau of Investigations confirmed in June that is investigating the financing of "certain statewide races in the 2014 election cycle." Pinnacle West received two grand jury subpoenas related to the investigation, it said in an August filing.

The 2014 spending has been a focal point of this year's campaign, particularly for Burns and Democrats Bill Mundell and Tom Chabin. Burns has been working for the past year and half to

try to force APS and Pinnacle West to disclose any spending on the 2014 race. The utility sued Burns over subpoenas he issued calling for disclosure.

So far in the 2016 election, Save Our AZ Solar, an IE group backed by SolarCity, has spent more than \$1 million to support Burns and Mundell through mailers and digital ads. SolarCity also about \$2 million to back a since-abandoned ballot measure that would have protected solar net metering.

The Arizona Association of Realtors' independent expenditure committee is also spending on the ACC race to back Burns, Dunn and Tobin, and has so far spent about \$200,000.

In a statement, Pinnacle West said the spending by SolarCity has forced its hand, and the utility parent company's involvement in the race is in response to the solar company's electioneering.

Pinnacle West noted that SolarCity has "broken its written promise to stay out of ACC elections" and is now spending money to "protect its narrow interests."

The move into election spending comes after APS and Pinnacle West CEO Don Brandt sent out an email to the company's employees saying he would be voting for Burns, Dunn and Tobin. Brandt noted in his email that he knew his plan to vote for Burns was a surprise.

"We've certainly had our disagreements. But these three candidates would be far better for Arizona, for electricity customers, and for our ability to provide safe, reliable and affordable service while running our business well and earning a fair return for our shareholders," Brandt wrote.

Benson said the Arizona Coalition for Reliable Electricity is spending on the election as a direct reaction to solar interests' spending. He said Pinnacle West hadn't intended to get involved in the Corp Comm race.

"If SolarCity going to spend millions of dollars to influence the Corporation Commission, Pinnacle West has an obligation ... to make sure its interests are protected as well," he said.

Benson said the committee believes energy isn't a partisan issue, and the state needs a mix of reliable, affordable energy sources, including solar. The first influx of funds will be from Pinnacle West, but the group would be happy to receive money from any other parties to help its efforts, he said.

In its statement, Pinnacle West said it doesn't think the two Democrats, Mundell and Chabin, could be impartial commissioners.

"All we have ever asked from ACC Commissioners is that they study the issues, consider the facts, weigh the long-term impacts on all stakeholders and decide fairly. Based on the steady flow of misleading anti-APS rhetoric from the candidates funded by SolarCity, it's difficult to believe they could regulate APS or any utility impartially," the statement says.

APS planning \$1 million ad campaign to tout Republicans for Corporation Commission

The Arizona Republic | <http://azcentral.com>

Ryan Randazzo

12:19 p.m. MST October 24, 2016

- <!--[if !supportLists]--><!--[endif]-->APS' parent company plans \$1 million in support of Republicans
- <!--[if !supportLists]--><!--[endif]-->Television ads are planned for the Corporation Commission elections
- <!--[if !supportLists]--><!--[endif]-->APS said it will disclose the spending in the elections

The parent company of Arizona Public Service is planning a \$1 million effort to get three Republicans elected to the Arizona Corporation Commission.

Pinnacle West Capital Corp. will disclose the spending in this election cycle, said Matthew Benson, a spokesman for the effort.

The company will spend the money through a newly formed political committee called the Arizona Coalition for Reliable Electricity, he said. The first move will be television advertisements.

The Republicans running for commission are Robert Burns, Andy Tobin and Boyd Dunn. Burns and Tobin already sit on the all-Republican, five-member commission. Pinnacle West is suing Burns over his effort to force the company to disclose its political spending in the 2014 election.

It is widely believed that APS spent about \$3.2 million in that election helping get the Republicans the company preferred into office, where they set rates and policies for monopoly utilities. The company never confirmed that spending, but does not deny its involvement.

Benson said Pinnacle West officials don't think the Democrats running in this year's race can be impartial to APS, and that the spending will be fully disclosed.

"They have from the start of the campaign made Pinnacle West and APS enemy Number 1 for them," he said. "That has been the basis of their campaign."

He said company officials don't think the Democrats can "fairly adjudicate" utility matters as the job requires.

"The organization formed to support reliable, affordable and secure energy for Arizona consumers," he said of the coalition. "We don't believe energy is a partisan issue."

Roberts: APS spends \$1 million to ensure friendly

regulators

Laurie Roberts

The Arizona Republic | <http://azcentral.com>

1:16 p.m. MST October 24, 2016

Everybody's favorite utility has decided to get involved in this year's Corporation Commission race, after all.

Only this time, the company isn't hiding in the bushes as it works to ensure that it'll encounter friendly faces when it makes its case for an 8 percent boost in your utility bill next year -- and hit you with a new mandatory demand charge.

Pinnacle West Capital Corp., the parent company of Arizona Public Service, is spending \$1 million to support the three Republican candidates to fill three seats on the five-person commission that sets utility rates.

The company on Friday formed AZ Coalition for Reliable Electricity, an independent campaign committee that today will report the million-dollar contribution from Pinnacle West.

"With SolarCity now putting a massive infusion of spending into the campaign, we are compelled to take action," Pinnacle West said Monday, in a statement. "We have created a political effort called the AZ Coalition for Reliable Electricity to stand up for the best interests of Arizona consumers."

Or perhaps just the best interests of Pinnacle West and APS.

But hey, at least the utility is standing up this time, rather than skulking in the shadows while dark-money groups hide its involvement from voters.

APS had thus far stayed out of the 2016 Corporation Commission race, possibly of grand jury subpoenas and the FBI agents hanging around asking questions about the utility's involvement in the 2014 Corporation Commission race.

It's widely believed that APS/Pinnacle West secretly spent \$3.2 million to get Republicans Tom Forese and Doug Little elected to the panel that regulates utilities in 2014 and another \$752,000 to help out the son of then-Commissioner Gary Pierce, who was running for secretary of state.

"It's fair to say they didn't intend to engage in the Corporation Commission races (this year)," said Matt Benson, spokesman for Az Coalition for Reliable Electricity. "But it's become clear they can't sit on the sidelines while Solar City and out-of-state special interests spend millions of dollars to try to take over the Corporation Commission."

Far better to have an in-state utility take over the commission on the eve of its rate hike request.

The Pinnacle West campaign is supporting Boyd Dunn and Commissioners Andy Tobin and Bob Burns for the three open commission slots. The trio also has enjoyed \$1 million in support from a dark-money campaign being run by the Arizona Association of Realtors.

Pinnacle West's support of Tobin and Dunn makes sense. They've shown absolutely no interest in getting to the bottom of whether the utility secretly tried to stack the commission with its favored candidates in 2014.

Burns, however, is asking questions about whether APS has undue influence on the commission and he's issuing subpoenas. Pinnacle West is suing to block his inquiry.

Pinnacle West/APS CEO Don Brandt has said he's supporting Burns because he believes the other candidates in the race, Democrats Bill Mundell and Tom Chabin, would be biased against APS.

Meanwhile, Burns, Mundell and Chabin, are being supported by Save Our AZ Solar. The independent campaign committee has thus far raised \$2 million for its campaign, which is being bankrolled by Solar City.

"They (Mundell and Chabin) are single-issue candidates and their single issue is running against Pinnacle West and APS," Benson said.

Actually, their issue is really the public's right to know who is trying to buy seats on the commission that sets the size of APS's profit and the size of our utility bills.

Now, with Pinnacle West's transparent arrival into Campaign 2016, voters can decide ...

Do they want a commission wholly composed of candidates that have the APS stamp of approval?

From: Jessica.Pacheco@pinnaclewest.com [<mailto:Jessica.Pacheco@pinnaclewest.com>]
Sent: Monday, October 24, 2016 12:53 PM
To: Matthew Benson; dgoodyear@dcigroup.com
Subject: RE: media update

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Sent: Monday, October 24, 2016 12:53 PM
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M – 602-570-
mbenson@veridus.com
[@MatthewWBenson](#)

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<image001.png> <image002.png> <image003.png> <image004.png> <image005.png> <image006.png>

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Message

From: Matthew Benson [mbenson@veridus.com]
Sent: 10/24/2016 7:56:30 PM
To: Pacheco, Jessica M [Jessica.Pacheco@pinnaclewest.com]; dgoodyear@dcigroup.com
Subject: RE: media update

Will do. tx

From: Jessica.Pacheco@pinnaclewest.com [mailto:Jessica.Pacheco@pinnaclewest.com]
Sent: Monday, October 24, 2016 12:53 PM
To: Matthew Benson; dgoodyear@dcigroup.com
Subject: RE: media update

Thanks. Appreciate the update. Please send stories as they post.

From: Matthew Benson [mailto:mbenson@veridus.com]
Sent: Monday, October 24, 2016 12:53 PM
To: Doug Goodyear (dgoodyear@dcigroup.com); Pacheco, Jessica M
Subject: media update

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Jessica/Doug:

I have spoken with: Ryan Randazzo (AZ Republic); Laurie Roberts (AZ Republic); Brahm Resnik (12News); Rachel Leingang (Capitol Times); Howie Fischer (freelance); Will Stone (KJZZ); Dennis Welch (3TV); and Bob Christie (AP).

Response has been favorable. Laurie was actually complimentary about the open and transparent disclosure. She is writing something today. I am emphasizing this Coalition and Pinnacle West's contribution are **in response** to the multimillion-dollar campaign led by SolarCity and out-of-state special interests.

Media questions have been pretty basic – Why is Pinnacle West doing this? Why now? What's the plan for reaching voters? Etc ...

Nobody has raised the assertion that these are ratepayer funds (surprisingly). Howie suggested APS/Pinnacle West want a more favorable Commission for the rate case (not surprisingly).

More than anything else, I think the local media generally is so used to doing the "APS/dark money" angle that they're a little caught off guard by being informed before the money even hits the account. Hopefully this colors the reporting in a positive fashion.

Please let me know if you have questions.

Matthew Benson
Director

Veridus, LLC - Phoenix
O - 602-229-
M - 602-570-
mbenson@veridus.com
@MatthewWBenson

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Message

From: Pacheco, Jessica M [/O=APS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Z61293]
Sent: 10/24/2016 7:53:21 PM
To: Guldner, Jeff B [Jeff.Guldner@aps.com]
Subject: FW: media update

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Sent: Monday, October 24, 2016 12:53 PM
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Subject: media update

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Mobile_message_type	From	Recipient	Reverse party	Mobile time stamp	Mobile text	Mobile Delivered	Mobile read
MessageIncomingInMessageInComing	Chad Williams <+13602708	Michael Vargas <+1480202	Chad Williams <+1602708	7/23/2014 7:44	This may be a bit high on rural counties but not much. I will send you exact figures later but here is the outline: (percentages of statewide vote) Little 28 Mason 12.8 Parker 11.0 Perese 11.8 Undecided 46		7/23/2014 7:44

Mobile_message_type	From	Recipient	Remote party	Mobile time stamp	Mobile text	Mobile Delivered	Mobile read
SMSCOutgoingMessage/incoming	Michael Vargas <+1480202	Jessica Pacheco <+15021502	Jessica Pacheco <+15021502	7/23/2014 7:48	I'll get u an emailed analyck, but this is from Chad. This maybe a bit high on rural counties but not much. I will send you exact figures later but here is the topline: (percentage of statewide vote) Little 18 (Mason 12.3 Parker 11.9 Forese 11.8 Undecided 46		

Mobile_message_type	From	Recipient	Remote party	Mobile time stamp	Mobile text	Mobile Delivered	Mobile read
SMOutgoingMessagesIncoming	Michael Vargas <+1480201	Jenslon Pacheco <+16091501>	Jessica Pacheco <+16022801>	7/22/2014 20:38	1st Choice: 569 Respondents Foresee: 4.5% Mazon: 5.0% Parker: 0.0% Little: 3.3% Undecided: 77.2% 2nd Choice: 497 Respondents Foresee: 5.3% Mazon: 5.7% Parker: 5.7% Little: 6.3% Undecided: 76% TOTAL VOTES Foresee: 54 Mazon: 56 Parker: 77 Little: 49		

Message

From: Doug Goodyear [dgoodyear@dcigroup.com]
Sent: 11/2/2016 10:04:27 PM
To: Matthew Benson [mbenson@veridus.com]
CC: Pacheco, Jessica M [jessica.pacheco@pinnaclewest.com]
Subject: Re: AZ Rep story
Attachments: image001.png; image002.png; image003.png; image004.png; image005.png; image006.png

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<<mailto:ACDC@apsc.com>>
or contact the APS Helpdesk.

Any issues here that concern you or cause consternation?

Seems pretty straightforward to me...

On Nov 2, 2016, at 2:54 PM, Matthew Benson <mbenson@veridus.com<<mailto:mbenson@veridus.com>>> wrote:

APS' parent, SolarCity pour \$6 million into Arizona utility-regulator race<<http://www.azcentral.com/story/money/business/energy/2016/11/02/outside-cash-pours-into-arizona-utility-regulator-race/93168816/>>

Ryan Randazzo <<http://www.azcentral.com/staff/17203/ryan-randazzo/>>
The Republic | azcentral.com<<http://azcentral.com>>2:37 p.m. MST November 2, 2016
STORY HIGHLIGHTS

- More than \$6 million in outside spending has poured into the Corporation Commission race
- All five candidates are described by various parties as pro-solar
- APS' parent company and the state Realtors group are backing Republicans

The parent company of Arizona Public Service Co. and California-based SolarCity Corp. have spent about \$6 million trying to get their preferred candidates elected to the board that sets utility policies.

More than \$6 million from APS parent Pinnacle West Capital Corp., SolarCity and the Arizona Association of Realtors has gone to advertisements, mailers and even a robocall in which Gov. Doug Ducey, a Republican, lent his voice to support the Republican candidates for the utility board.

Five candidates are vying for the three seats on the Arizona Corporation Commission that will be determined by Tuesday's election; two additional seats will be decided on alternate election cycles. The race is important to APS and SolarCity because the five commissioners set rates for utilities and policies regarding how they incorporate solar into their energy plans.

According to various ads, all five of the candidates in the race are pro-solar - but Pinnacle West and SolarCity disagree on which candidates are and which are not.

The players

Here are the candidates and who has spent money to support them:

- Republican Robert Burns: Both SolarCity and Pinnacle West have advocated for his re-election. Burns is in a legal battle with APS/Pinnacle West as he tries to force the companies to disclose previous spending on commission races.
- Democrat Tom Chabin: SolarCity endorses the former state lawmaker but hasn't spent much on political advertising to help his election. APS/Pinnacle West President and CEO Don Brandt said the Democrats would not be impartial to the company if elected. So far, however, the race has not seen any negative advertising.
- Republican Boyd Dunn: APS/Pinnacle West is endorsing the former Chandler mayor and, in a TV ad, says he is part of the "sustainable solar" team. A spokeswoman for SolarCity's political campaign said the ad is "disingenuous," though that campaign also has not done any negative advertisements.
- Democrat William Mundell: SolarCity is supporting him and has spent money in the general campaign to get him re-elected. Mundell previously served on the commission as a Republican but switched parties to run this year.
- Republican Andy Tobin: APS/Pinnacle West is supporting his election. The governor appointed him this year to replace Susan Bitter Smith, who resigned amid a conflict-of-interest complaint, and now he is

seeking a full term. SolarCity's political group hasn't spent any money to help him, but it highlights on its website that Tobin has taken some actions in the past year that indicate he can be fair to the solar industry.

A television ad paid for by APS/Pinnacle West calls the Republicans the "sustainable solar" team. But that's not how SolarCity sees them.

"Any objective person would say that Bill Mundell, Tom Chabin and Bob Burns are the most pro-solar candidates in this race," said Kris Mayes, chairwoman of SolarCity's political group, Save Our AZ Solar. "It is completely disingenuous for APS to try to suggest otherwise."

Governor's robocall

The APS/Pinnacle West political group, AZ Coalition for Reliable Electricity, asked the governor to lend his voice to a robocall that went out Saturday encouraging Republicans to vote for the GOP candidates. The call also went to cellphones of registered Republicans.

"The governor's interest is that Republican voters participate in this election and get their ballots turned in," said Matthew Benson, spokesman for the Pinnacle West group. "It is a traditional get-out-the-vote activity. There has been reporting that Republican participation has been lagging during the early voting. This was an effort to get people energized and to get them to participate."

He said Democrats have sent similar messages to cellphones during this election cycle.

Benson said Pinnacle West was "happy to sit out" the election until it became clear SolarCity was going to spend heavily on its preferred candidates. APS/Pinnacle West officials previously said it was company policy to stay out of commission elections, but it has not taken that position since 2014, when it is widely suspected the company spent about \$3.2 million in "dark money" to help elect Republicans.

Mayes said she was surprised the governor participated in such a campaign this year.

"It's obviously disappointing to see the governor do a robocall for APS when it's so clear that Arizonans want a pro-solar and pro-consumer commission," Mayes said.

Outside spending vs. candidates' spending

SolarCity's \$2.4 million in spending in the general election has been focused on helping Mundell and Burns, and the company also spent about \$700,000 in the primary to benefit Burns. The company's independent political group also endorses Chabin on its website, but hasn't put any real money behind him. SolarCity did spend about \$2,100 to benefit Chabin through a separate expenditure. Last year SolarCity said it would stay out of commission elections, but it has changed its position.

Pinnacle West's campaign has spent \$3.5 million so far supporting the Republicans.

The Arizona Association of Realtors also has spent about \$300,000 helping the Republicans, pushing the total in outside spending to about \$6.2 million.

The spending by outside groups far exceeds what the candidates' own campaigns have spent. Republicans Burns, Tobin and Dunn are running on private funds and all raised less than \$100,000 to spend on the general election.

Democrats Mundell and Chabin are publicly funded through the Arizona Citizens Clean Election Commission and received about \$280,000 to spend.

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Message

From: Pacheco, Jessica M [Jessica.Pacheco@pinnaclewest.com]
Sent: 11/4/2016 4:58:02 PM
To: Matthew Benson [mbenson@veridus.com]
CC: Doug Goodyear [dgoodyear@dcigroup.com]
Subject: Re: KJZZ story (audio at the link below)

Lovely

On Nov 4, 2016, at 9:52 AM, Matthew Benson <mbenson@veridus.com> wrote:

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Solar Battles Playing Out On Arizona Ballot This Election

By Will Stone

KJZZ

Published: Thursday, November 3, 2016 - 5:15pm

Updated: Friday, November 4, 2016 - 8:14am

After more than two months of waiting, Fred and Rhoda Shulman's solar system is about to start paying off.

"It's been on a couple times this week so we know it's producing. We're putting things back on the grid," Fred Shulman said as he points to the panels lining the rooftop of his home in Carefree, a quiet, desert community north of Phoenix.

The Shulmans' personal solar farm feeds back into the electrical grid when it churns out excess power. The utility will then pay them for those kilowatts at close-to-retail rates in the form of credits, known as "net-metering."

"If they stop doing that, then all those great numbers we crunched won't be worth the paper we put them on," Rhoda Shuman said.

Like many utilities, Arizona Public Service, the state's largest utility, calls net-metering a "subsidy." In its recent rate case, the utility reports that its 40,000 solar customers have already caused a \$1 billion cost shift onto non-solar customers. Solar advocates, however, argue such claims are overblown and that rooftop solar ultimately saves utilities money by eliminating the need for new power plants or transmission lines.

This tension, however, is why solar customers like the Shulmans are closely watching the usually sleepy race for the Arizona Corporation Commission, a powerful 5-person panel of regulators that oversees utilities and energy policy in the state.

Not that the campaign hype has been hard to miss.

"I was actually really shocked. I didn't think that (race) rose to the level of like mayors and governors," Rhoda Shulman said.

It may not be at the top of the ticket, but key battles are being waged on many state ballots over the future of energy this year. As the influence of solar grows, that industry and the power companies are clashing. Arizona

is one of the top markets in the country and ground zero for this fight. Both sides are hoping to tip the scales in their favor by spending big money to get the right regulators elected.

Commercials backed by the parent company of APS, Pinnacle West, are flooding the airwaves, saying its preferred candidates "will represent Arizona taxpayers, not out of state special interests." The ad goes on to call the three Republicans — Boyd Dunn, Bob Burns, Andy Tobin — "Arizona's sustainable solar team."

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Meanwhile, SolarCity, one of the nation's largest rooftop solar-leasing companies, has also thrown in more than \$3 million dollars. Ads from its PAC, Save Our AZ Solar, say "Mundell and Burns are fighting to keep our electric bills low," "bring transparency and ethics back to the corporation commission" and keep Arizona's 10,000 solar jobs.

This isn't the first commission race with huge amounts of outside money. In fact, much of this year's campaign talk has focused on exactly that issue.

"This cloud has been hanging over the commission," Commissioner Bob Burns, who is running for re-election, declared during a recent Arizona PBS Debate. "It all starts with \$3.2 million perceived to have been spent by a regulated utility to get people on the commission."

Burns and many others say APS may have secretly funneled millions into the 2014 election to help get its two choice candidates on the commission. Despite pushback from fellow commissioners, Burns recently subpoenaed APS and Pinnacle West for those records. In response, the utility sued him for what it called "harassment" and a violation of free speech, among other things.

Burns' quest to uncover this alleged "dark money" has made him a favorite of the solar industry, despite the utility's support of his campaign, too. The reasoning: APS and its CEO Don Brandt would have even more trouble with the two Democrats running for the commission.

"Don Brandt and the other executives of APS have created a culture of corruption," Democratic candidate Bill Mundell said last month. He and running mate Tom Chabin have also taken a position that runs counter to APS' on solar policy.

"If you crush rooftop solar, non-solar customers' rates will increase," Mundell said.

But Matt Benson, spokesperson for the pro-utility political-action committee, said the Democrats will not be able to be impartial if elected.

"The two Democrats in this race have truly disqualified themselves by making such inflammatory and misleading statements against Arizona Public Service and Pinnacle West," Benson said.

"They're going to represent the interests first and foremost of SolarCity above and beyond those of consumers who want to see sustainable energy, but they also need that energy to be affordable," he said.

And some big decisions are on the horizon. APS has proposed dramatically lowering the rate for net-metering and charging customers based on the one hour of the month during peak when they use the most energy. It's a rate scheme called a demand charge, and no utility in the country has moved most of its residential customers onto such a rate.

"All of these debates are on the cutting edge for how people are rethinking future rooftop solar policy," said Cory Honeyman, associate director of U.S. Solar at GTM Research. "In that sense, Arizona and this election really are important precedent-setters in thinking about how rooftop solar policy could shake out."

Arizona's not the only place fighting over energy this cycle.

A Nevada ballot initiative would essentially deregulate the state's electricity market, while a proposed constitutional amendment in Florida — totally backed by utilities — aims at protecting non-solar customers

from having to subsidize solar costs.

"Across the country, solar has blurred some of the traditional party lines that have existed within the GOP and the Democrats," Honeyman said.

Free enterprise and consumer choice can appeal to all sorts of political persuasions, he said, citing the rise of the pro-solar Green Tea Coalition.

But this dynamic can also make figuring out which candidate to vote for difficult.

Rhoda and Fred Shulman of Carefree said they did not pay attention to party when they cast their early ballots.

"We checked out who was being funded by APS' Pinnacle West Corporation or whatever that group is," Rhoda Shulman said. "We made sure to vote for the people who were not being funded by them."

Indeed, one of the most influential voting blocs could be this growing coalition: the more than 40,000 APS solar customers, not to mention the thousands of people whose jobs are tied the industry.

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Message

From: Guldner, Jeff B [Jeff.Guldner@aps.com]
Sent: 10/22/2016 7:34:38 PM
To: jeff.guldner [jeff.guldner@gmail.com]
Subject: FW: Final document
Attachments: 16oct21 Potential Language on ACRE.docx; ATT00001.txt

From: Hatfield, John S
Sent: Saturday, October 22, 2016 9:05:37 AM
To: Brandt, Donald E; Schiavoni, Mark A; Falck, David P; Guldner, Jeff B; Pacheco, Jessica M
Subject: Final document

Attached (I hope) is the final statement. Please let me know ASAP if this doesn't work. I'm having technical problems with attachments.

Sent from my iPhone

PNW Political Participation
Draft Language

California solar leasing companies have an enormous financial stake in issues that will be decided by the ACC next year. To protect its narrow interests, SolarCity has broken its written promise to stay out of the ACC elections, and is spending big to support its favored candidates.

At stake is whether Arizona will lead in solar the right way, without driving up electricity bills for average customers; or whether those customers will pay higher and higher bills to subsidize huge profits for solar leasing companies.

With SolarCity now putting a massive infusion of spending into the campaign, we are compelled to take action. We have created a political effort called the Arizona Coalition for Reliable Energy to stand up for the best interests of Arizona consumers.

All we have ever asked from ACC Commissioners is that they study the issues, consider the facts, weigh the long-term impacts on all stakeholders and decide fairly. Based on the steady flow of misleading anti-APS rhetoric from the candidates funded by SolarCity, it's difficult to believe they could regulate APS or any utility impartially.

No customer money will be used for this effort, and, as always, our company will continue to follow every applicable law regarding political speech as well our own political participation policy, found on pinnaclewest.com.

Message

From: Pacheco, Jessica M [/O=APS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Z61293]
Sent: 10/24/2016 7:43:57 PM
To: Guldner, Jeff B [Jeff.Guldner@aps.com]
Subject: FW: Arizona Coalition for Reliable Electricity

From: Matthew Benson [mailto:mbenson@veridus.com]
Sent: Monday, October 24, 2016 12:46 PM
To: Pacheco, Jessica M; Doug Goodyear (dgoodyear@dcigroup.com)
Subject: RE: Arizona Coalition for Reliable Electricity

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For questions or concerns, please email the APS Cyber Defense Center team at ACDC@apsc.com or contact the APS Helpdesk.

Just spoke with Ryan. He just popped the online story up as quickly as he could. He is writing through it now to update with the Solar City angle and other relevant info.

From: Matthew Benson
Sent: Monday, October 24, 2016 12:41 PM
To: jessica.pacheco@pinnaclewest.com; Doug Goodyear (dgoodyear@dcigroup.com)
Subject: FW: Arizona Coalition for Reliable Electricity

I'll follow-up w/ him again.
tx

From: Matthew Benson
Sent: Monday, October 24, 2016 11:45 AM
To: ryan.randazzo@arizonarepublic.com
Subject: Arizona Coalition for Reliable Electricity

Ryan:

We didn't really touch on this, but just to be clear:

Pinnacle West Capital Corp. and the Arizona Coalition for Reliable Electricity are taking this step in response to the multimillion-dollar spending blitz by SolarCity as it attempts a hostile takeover of the Corporation Commission. Pinnacle West had not intended to engage in the 2016 Corporation Commission races, but it became clear the organization could not sit on the sidelines as out-of-state special interests attempt to install Commission members who would carve out giveaways for solar at the expense of Arizona families.

Happy to take any questions.

Matthew Benson
Director

Veridus, LLC - Phoenix
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mbenson@veridus.com
@MatthewWBenson

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Message

From: Pacheco, Jessica M [/O=APS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Z61293]
Sent: 10/24/2016 5:43:50 PM
To: Doug Goodyear [dgoodyear@dcigroup.com]; mbenson@veridus.com
Subject: statement

Pinnacle West Media Statement on Political Participation:

California solar leasing companies have an enormous financial stake in issues that will be decided by the ACC next year. To protect its narrow interests, SolarCity has broken its written promise to stay out of the ACC elections, and is spending big to support its favored candidates.

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Message

From: Matthew Benson [mbenson@veridus.com]
Sent: 10/24/2016 7:46:29 PM
To: Pacheco, Jessica M [Jessica.Pacheco@pinnaclewest.com]; Doug Goodyear (dgoodyear@dcigroup.com) [dgoodyear@dcigroup.com]
Subject: RE: Arizona Coalition for Reliable Electricity

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Sent: Monday, October 24, 2016 11:45 AM
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Happy to take any questions.

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[@MatthewWBenson](#)

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Message

From: Matthew Benson [mbenson@veridus.com]
Sent: 10/24/2016 7:40:51 PM
To: Pacheco, Jessica M [Jessica.Pacheco@pinnaclewest.com]; Doug Goodyear (dgoodyear@dcigroup.com)
[dgoodyear@dcigroup.com]
Subject: FW: Arizona Coalition for Reliable Electricity

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From: Pacheco, Jessica M [/O=APS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Z61293]
Sent: 10/24/2016 7:38:42 PM
To: Guldner, Jeff B [Jeff.Guldner@aps.com]
Subject: FW: Arizona Coalition for Reliable Electricity

Please see below

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